

Industry Erosion By County Type

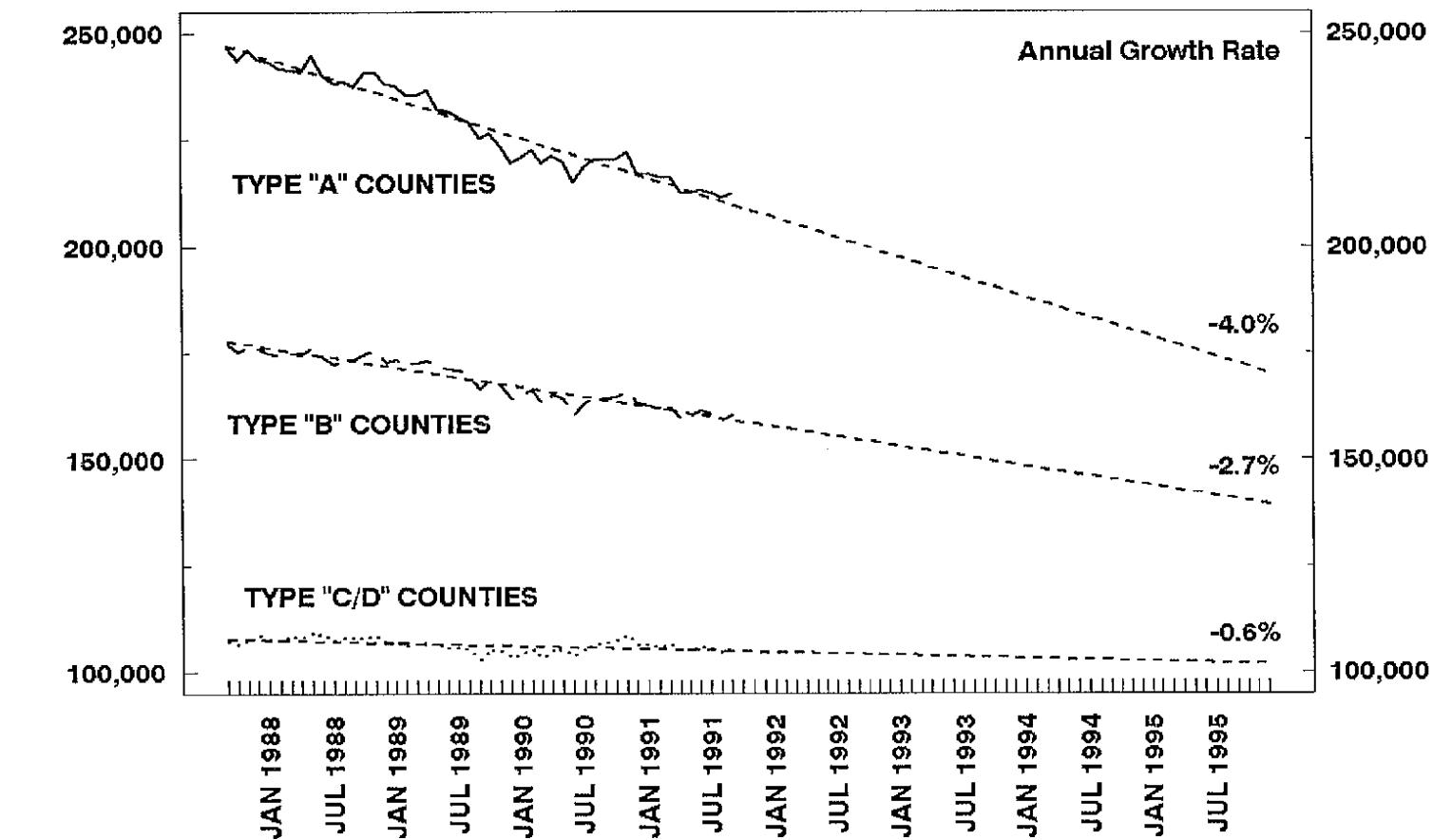
Volumetric Efficiency vs Volumetric Trend

2045044392

2045044393

VOLUME BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B VS. TYPE C/D SECTIONS
TOTAL INDUSTRY

12MM VOLUME(MIL)

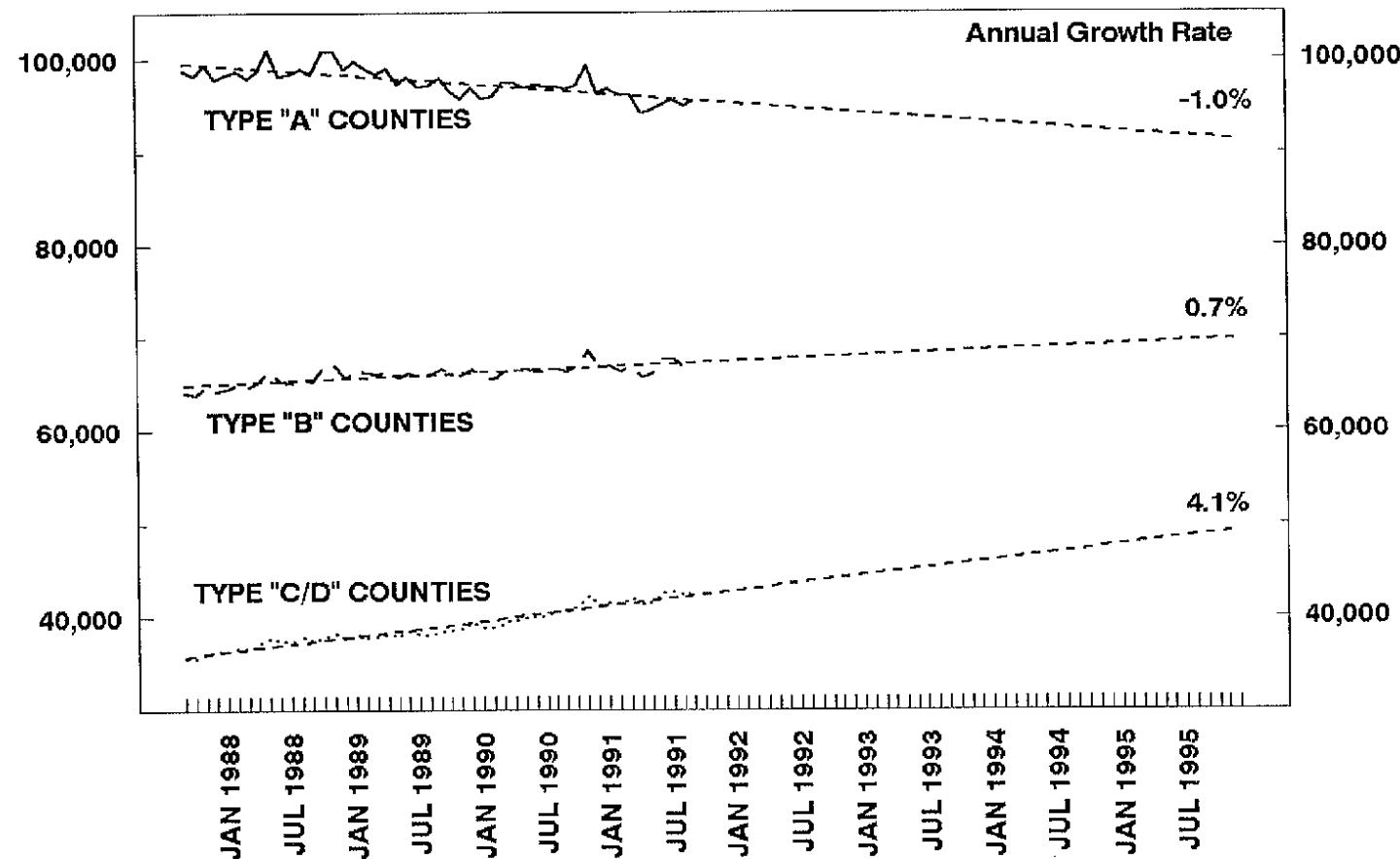


Source: MSAData, 12mm Volume(Millions)

212VIND.CHT

VOLUME BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B VS. TYPE C/D SECTIONS
TOTAL PHILIP MORRIS

12MM VOLUME(MIL)



Source: MSAData, 12mm Volume(Millions)

212VPM.CHT

2045044394

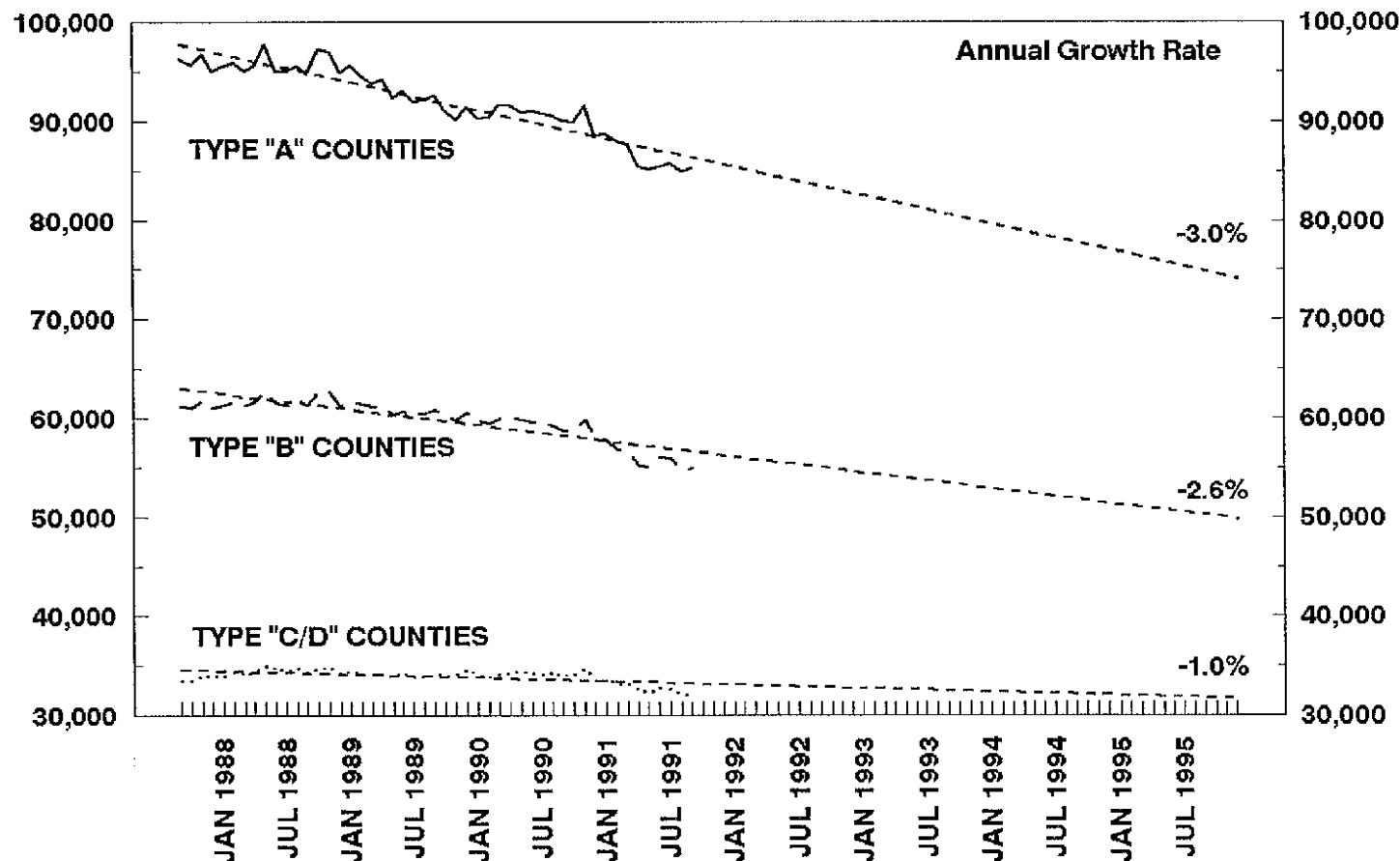
2045044395

LA VINYARD: CHT

for revision
with M3 input

VOLUME BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B VS. TYPE C/D SECTIONS
PHILIP MORRIS FULL MARGIN

12MM VOLUME(MIL)



Source: MSAData, 12mm Volume(Millions)

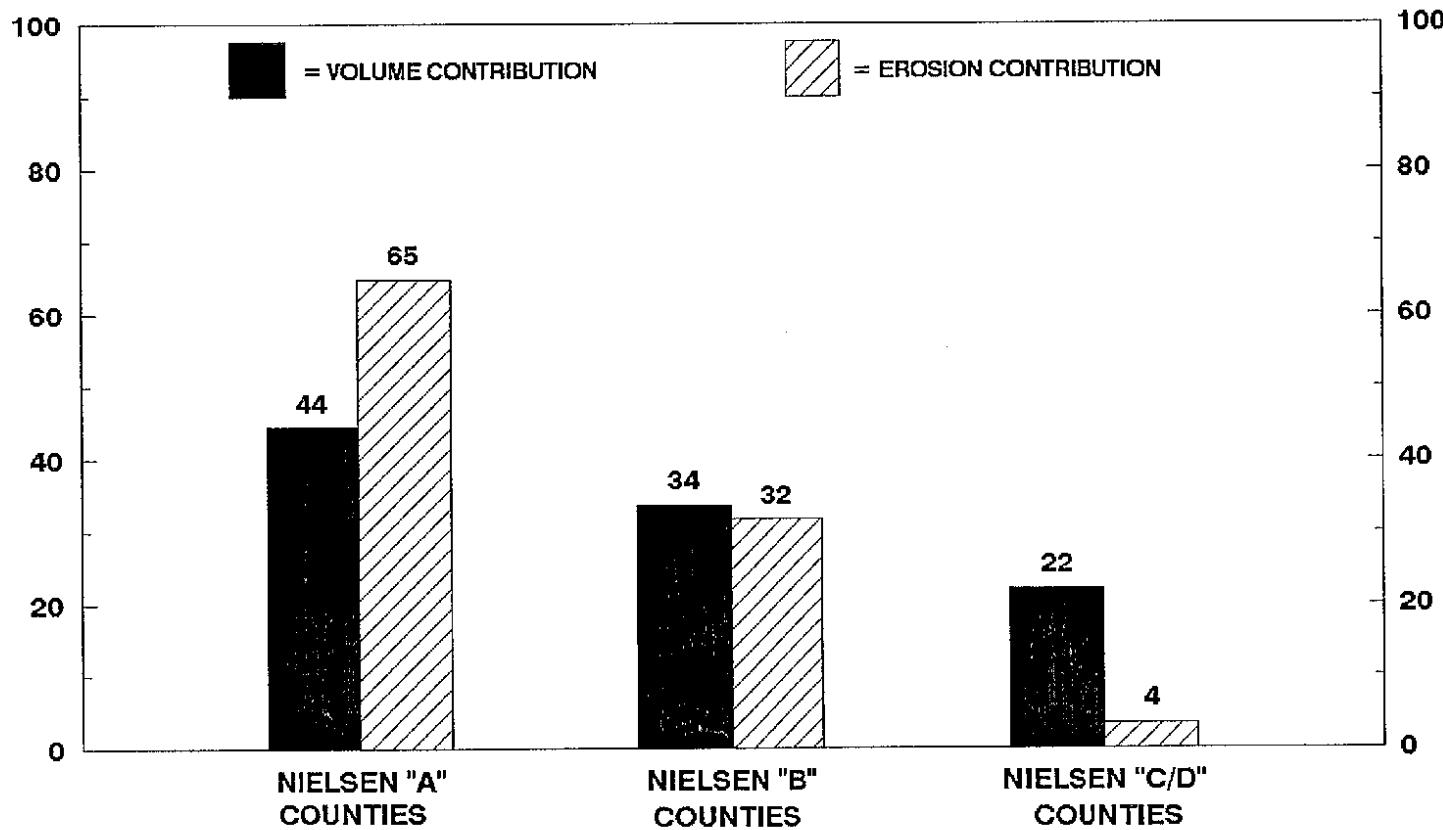
212VPMFM.CHT

2045044396

INDUSTRY VOLUME vs. EROSION CONTRIBUTION

12MM TOTAL U.S. BY COUNTY TYPE
(BASE YEAR = SEPTEMBER 1987)

% CONTRIBUTION



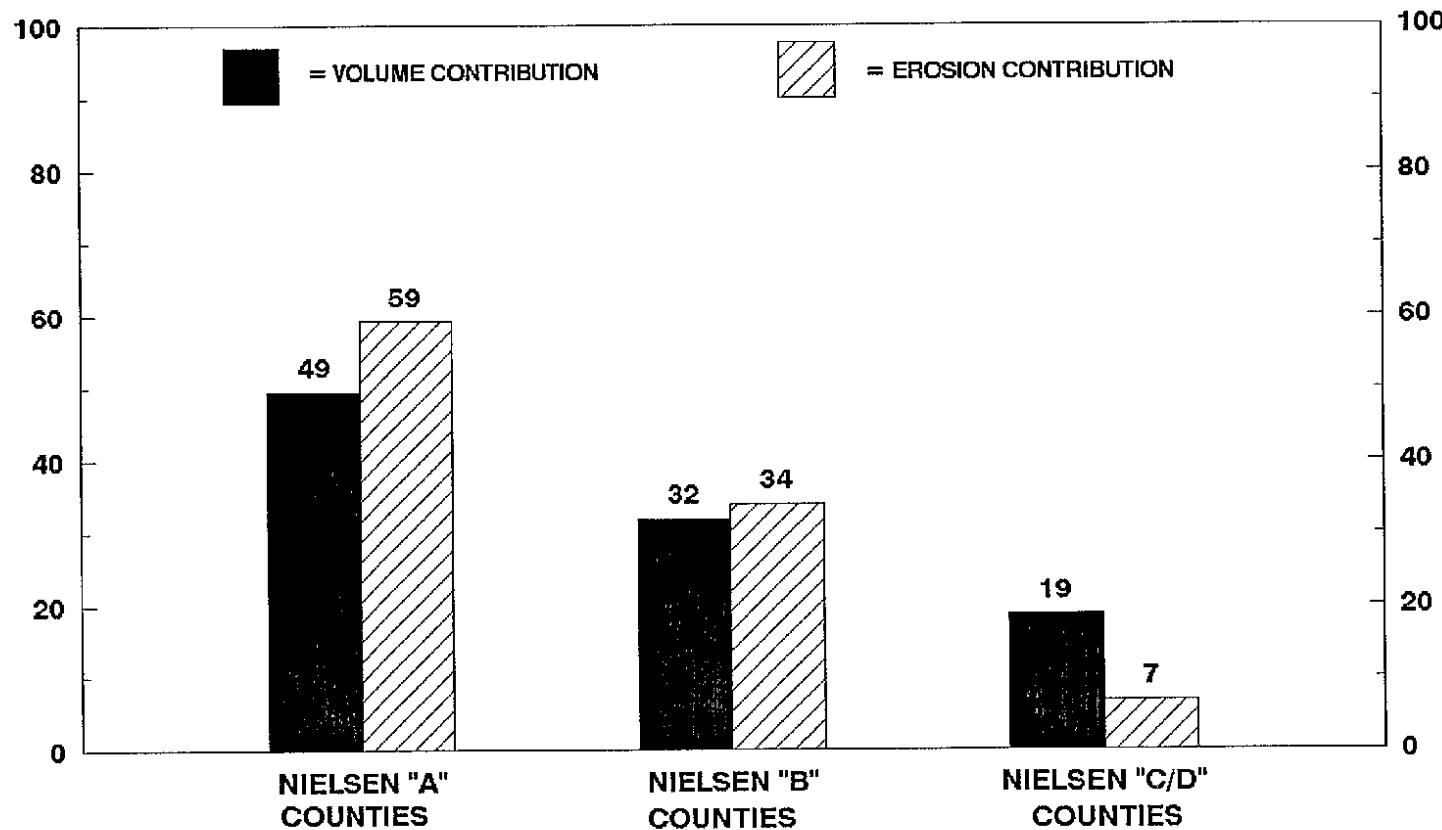
SOURCE = MSA SHIPMENTS

2IND.CHT

2045044397

PHILIP MORRIS FM VOLUME vs. EROSION CONTRIBUTION %
12MM TOTAL U.S. BY COUNTY TYPE
(BASE YEAR = SEPTEMBER 1987)

% CONTRIBUTION



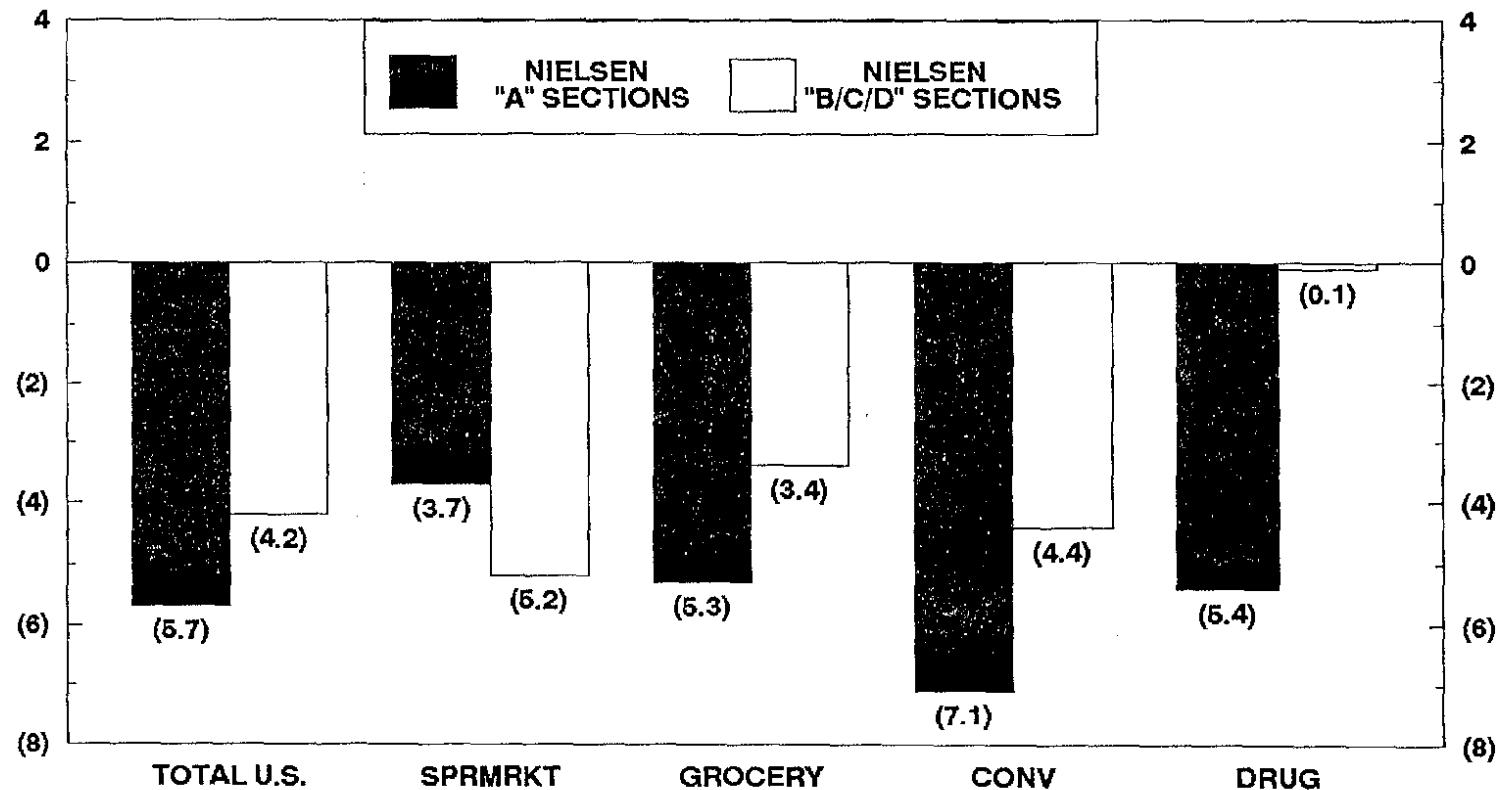
SOURCE = MSA SHIPMENTS

PMFM.CHT

2045044398

PHILIP MORRIS FM VOLUME %CHANGE vs. YAG
BY TRADE CLASS

%CHANGE



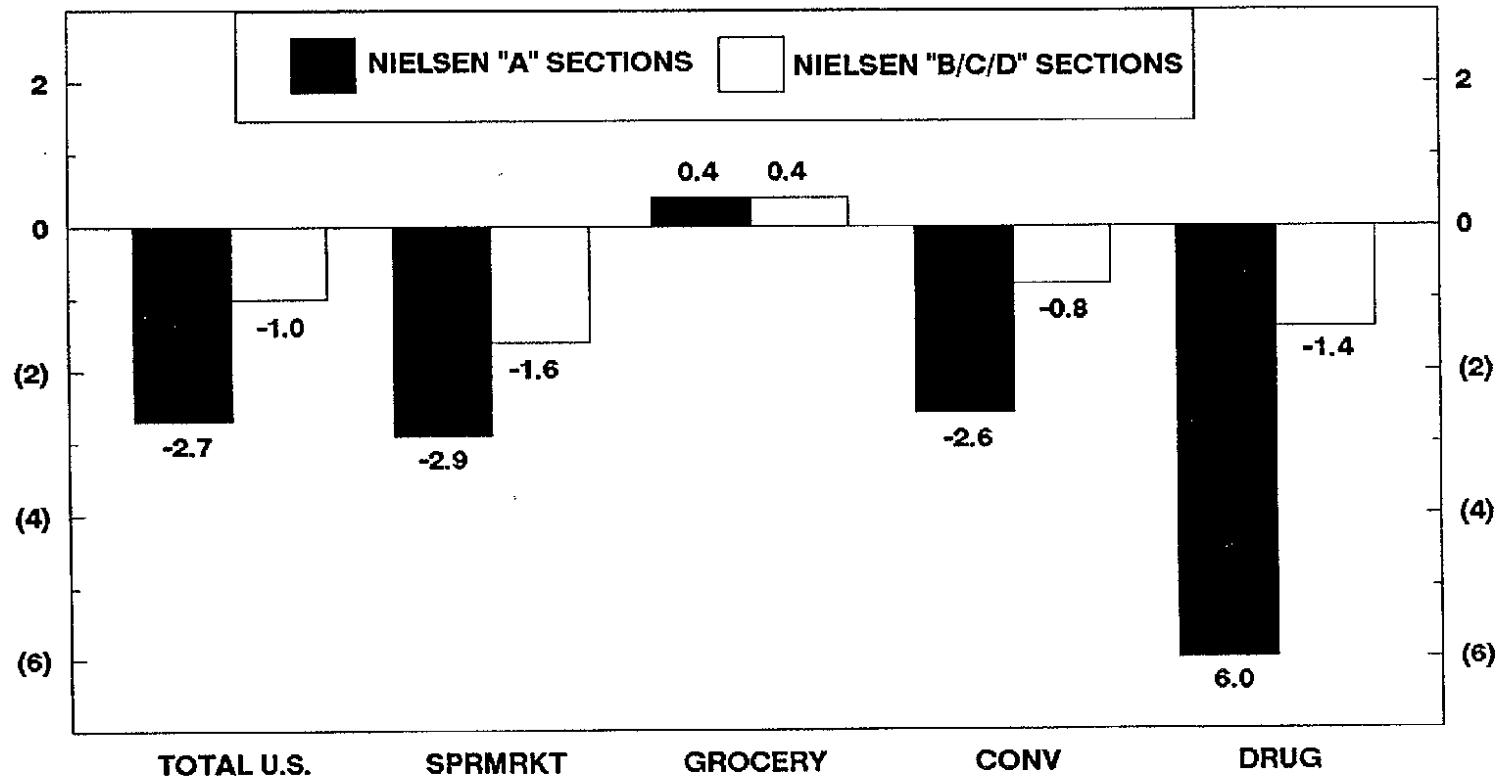
Source: New Nielsen 12mm September 1991

6NNBAR.CHT

2045044399

INDUSTRY VOLUME %CHANGE vs. YAG BY TRADE CLASS

%CHANGE

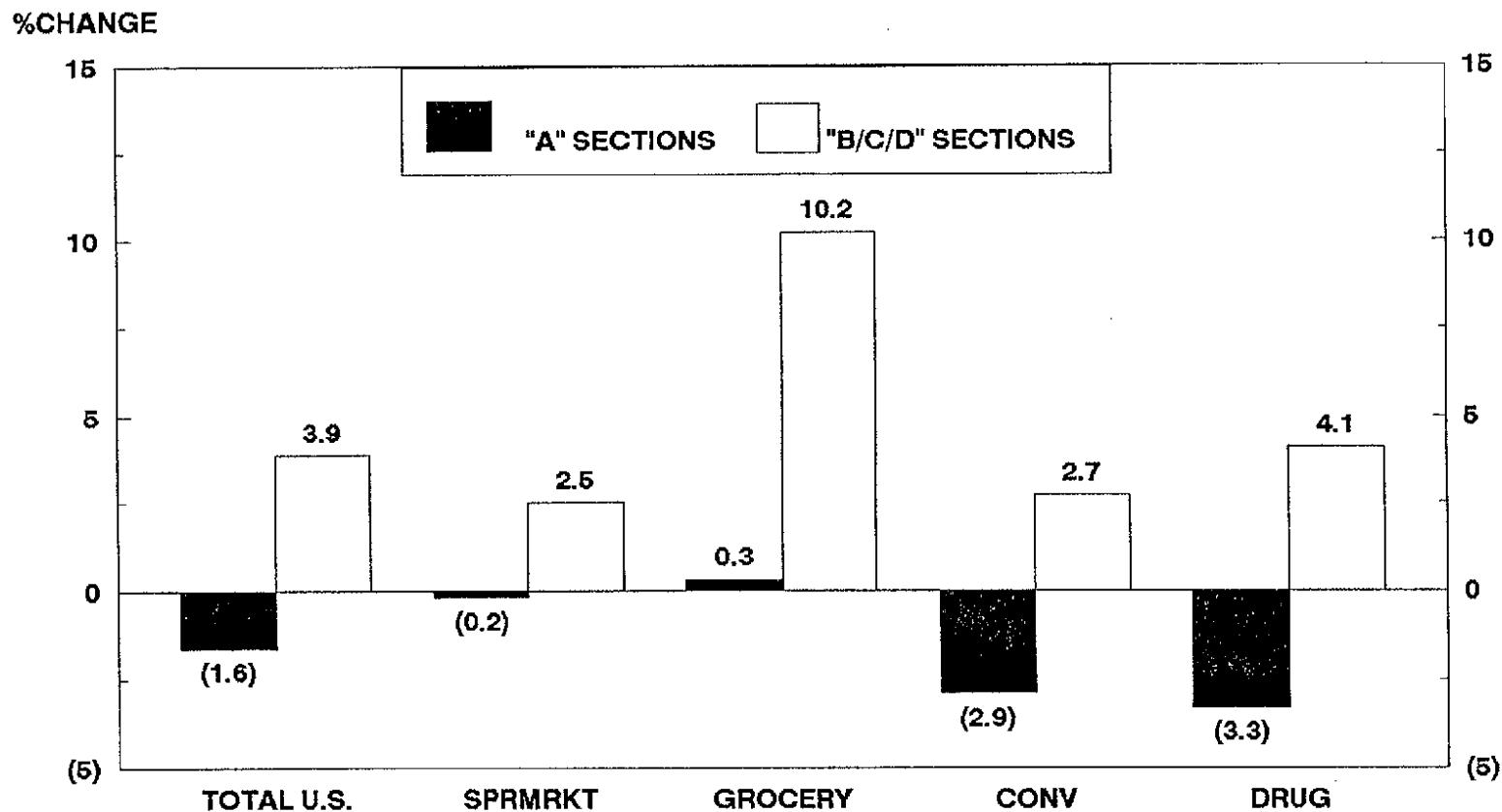


Source: New Nielsen 12mm September 1991

1NNBAR.CHT

2045044400

PHILIP MORRIS VOLUME %CHANGE vs. YAG
BY TRADE CLASS



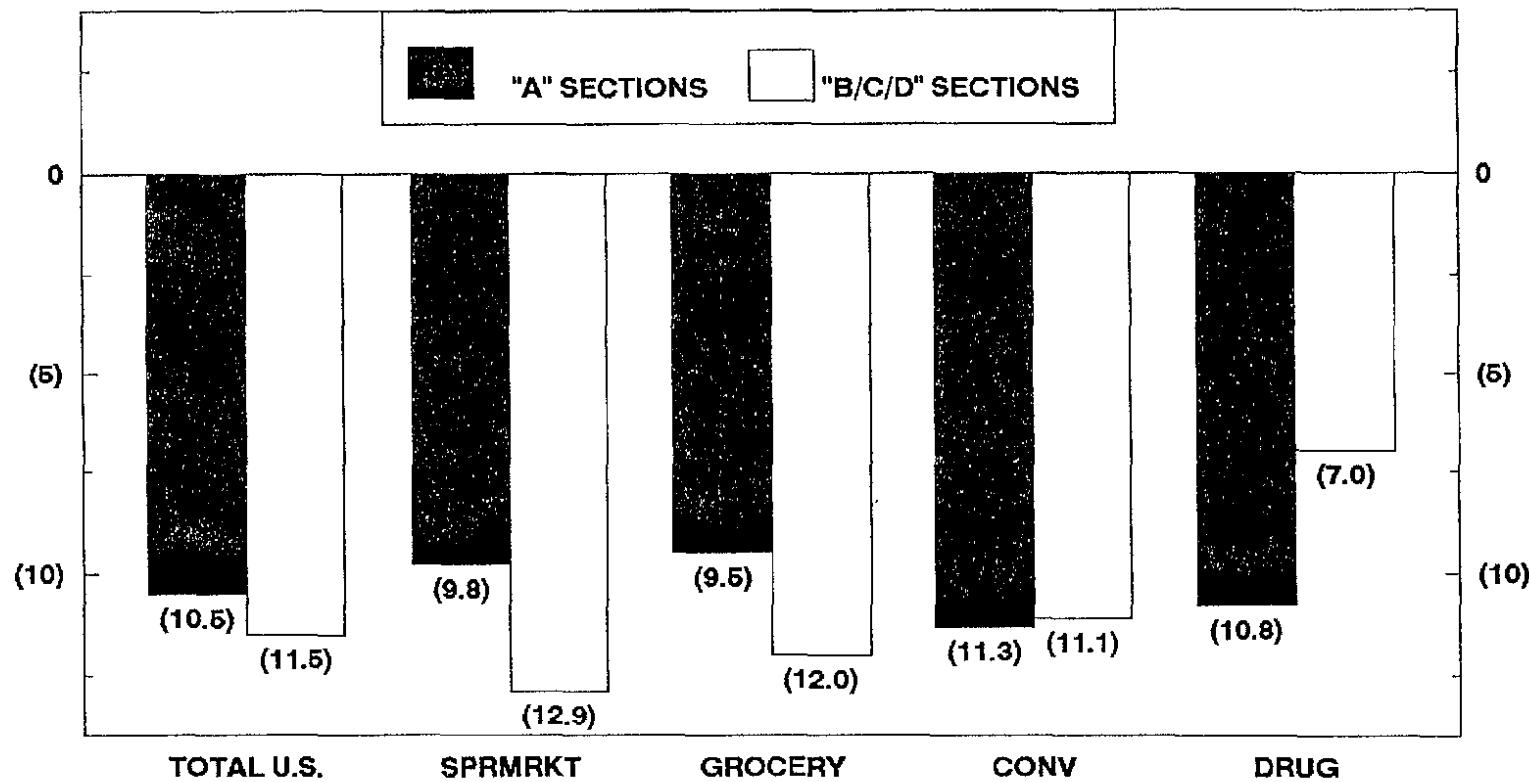
Source: New Nielsen 12mm September 1991

5NNBAR.CHT

2045044401

**INDUSTRY FM LESS PMORRIS VOLUME %CHANGE vs. YAG
BY TRADE CLASS**

%CHANGE



Source: New Nielsen 12mm September 1991

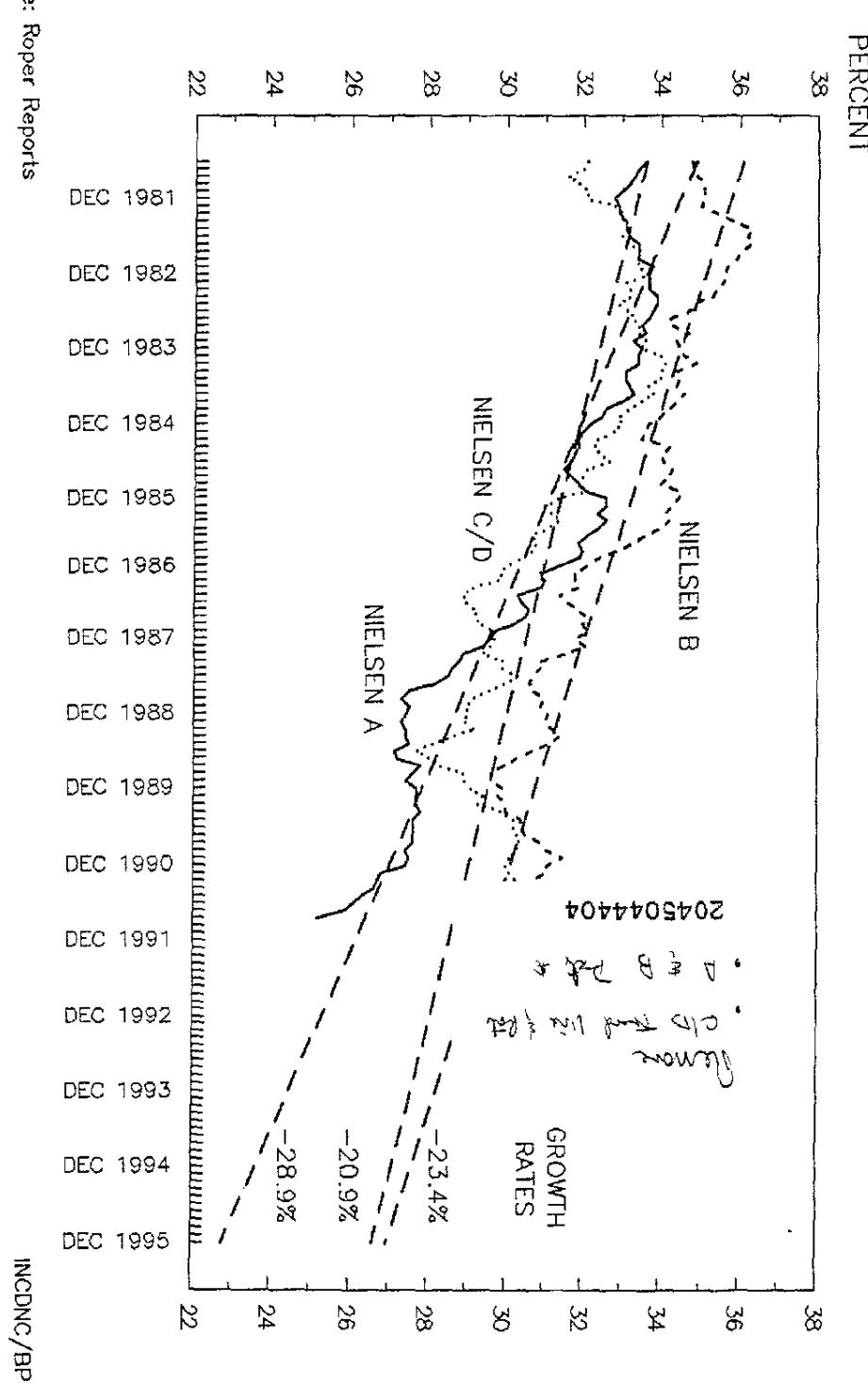
3NNBAR.CHT

2045044402

2045044403

Dynamics Beyond Our Control

SMOKING INCIDENCE
BY NIELSEN COUNTY
TOTAL UNITED STATES



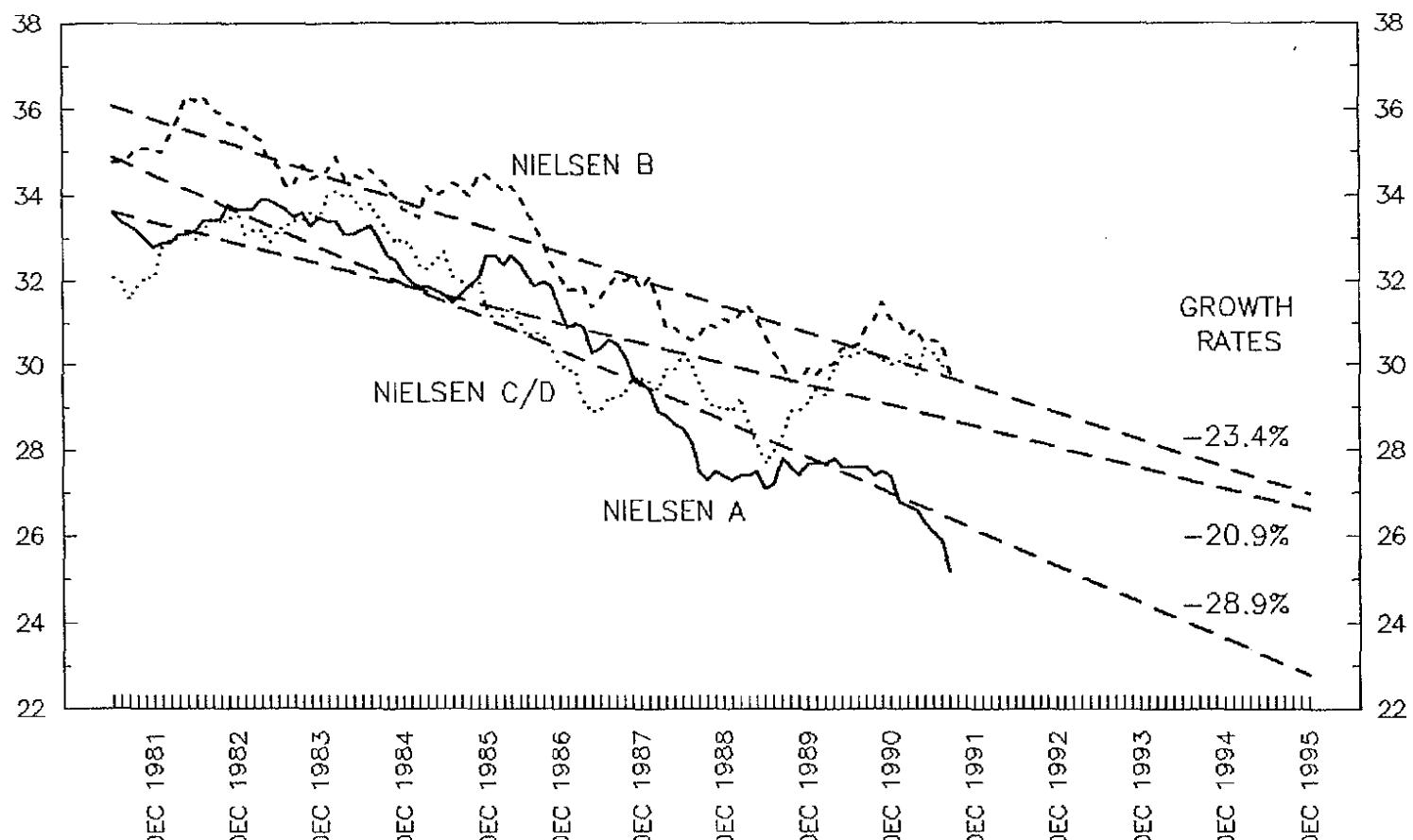
2045044405

Source: Roper Reports

Source: <https://www.industrydocuments.ucsf.edu/docs/lyvy0004>

SMOKING INCIDENCE
BY NIELSEN COUNTY
TOTAL UNITED STATES

PERCENT

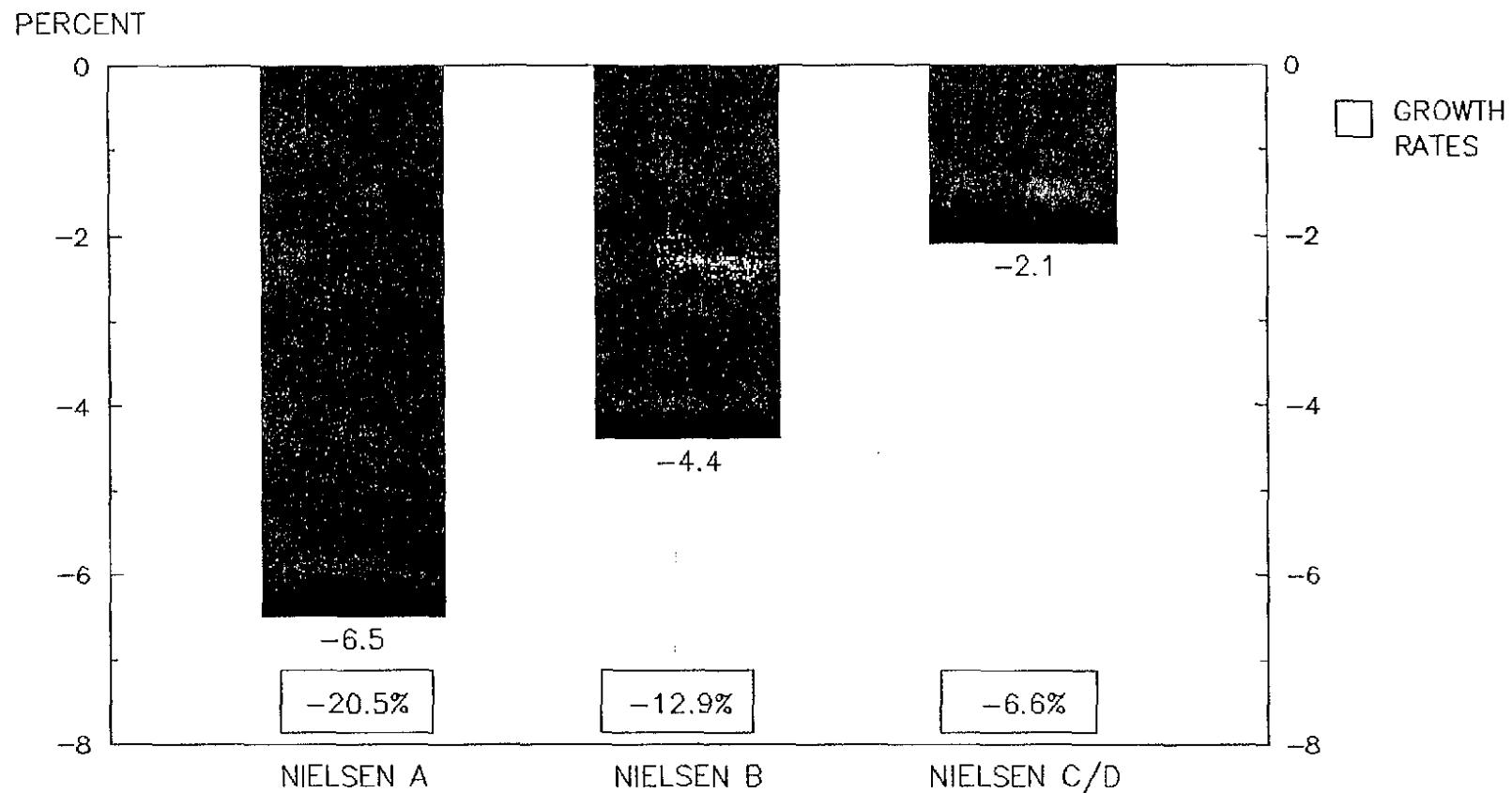


Source: Roper Reports

INCDNC/BP

2045044405

CHANGE IN SMOKING INCIDENCE
BY NIELSEN COUNTY
Y/E AUGUST 1991 vs. Y/E AUGUST 1985

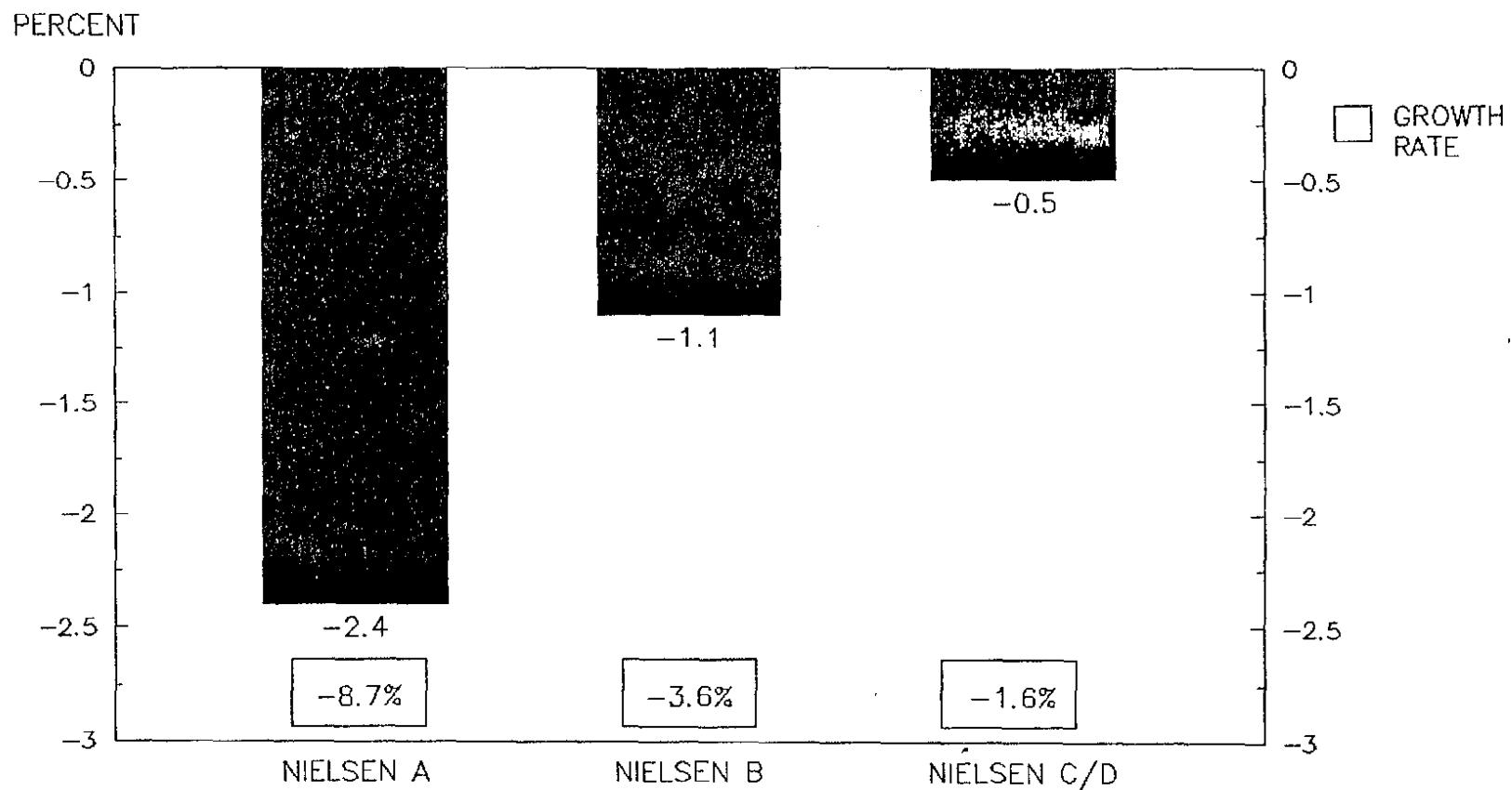


Source: Roper Reports

I9185/BP

2045044406

CHANGE IN SMOKING INCIDENCE
BY NIELSEN COUNTY
Y/E AUGUST 1991 vs. Y/E AUGUST 1990



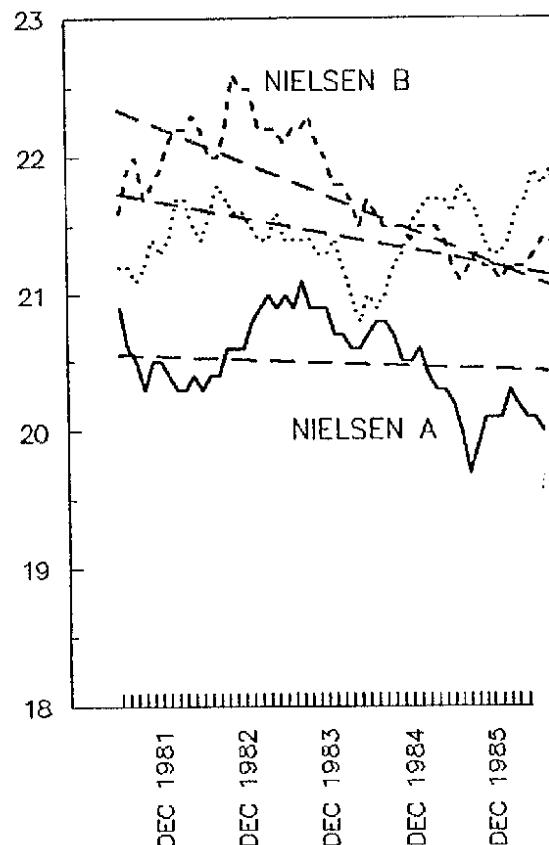
Source: Roper Reports

1990/BP

2045044407

UNIT CONSUMPTION
BY NIELSEN COUNTY
TOTAL UNITED STATES

CIGS/DAY

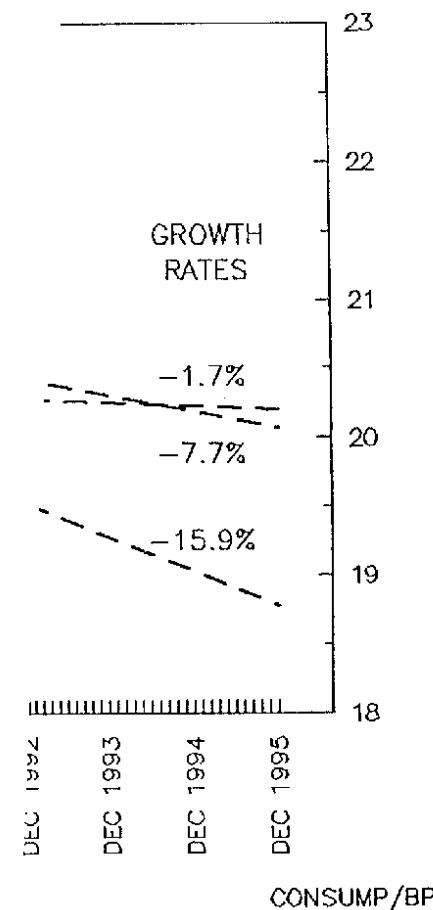


Source: Roper Reports

2045044409

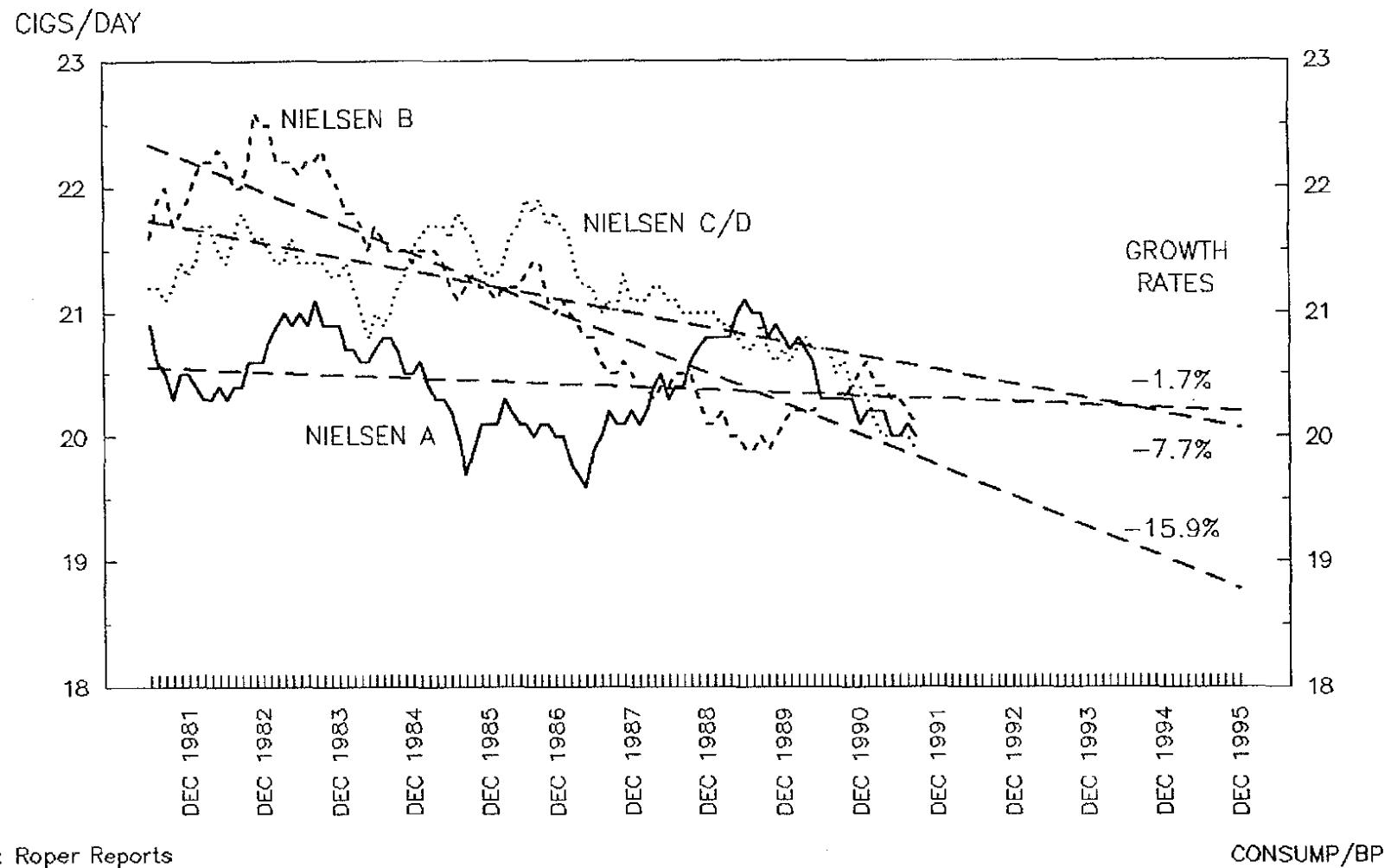
Lower Trend
and Other Data

2045044408



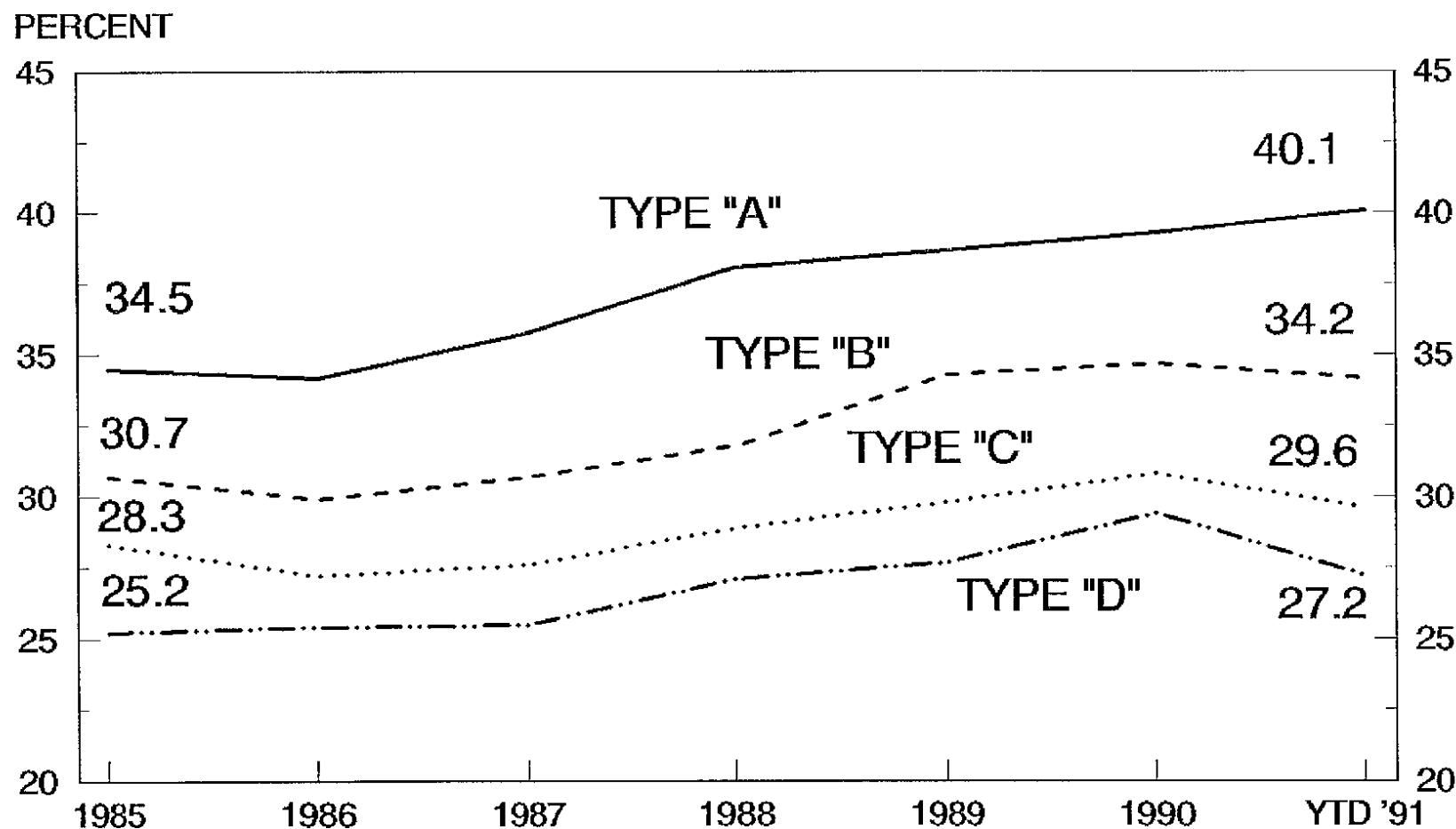
CONSUMP/BP

UNIT CONSUMPTION
BY NIELSEN COUNTY
TOTAL UNITED STATES



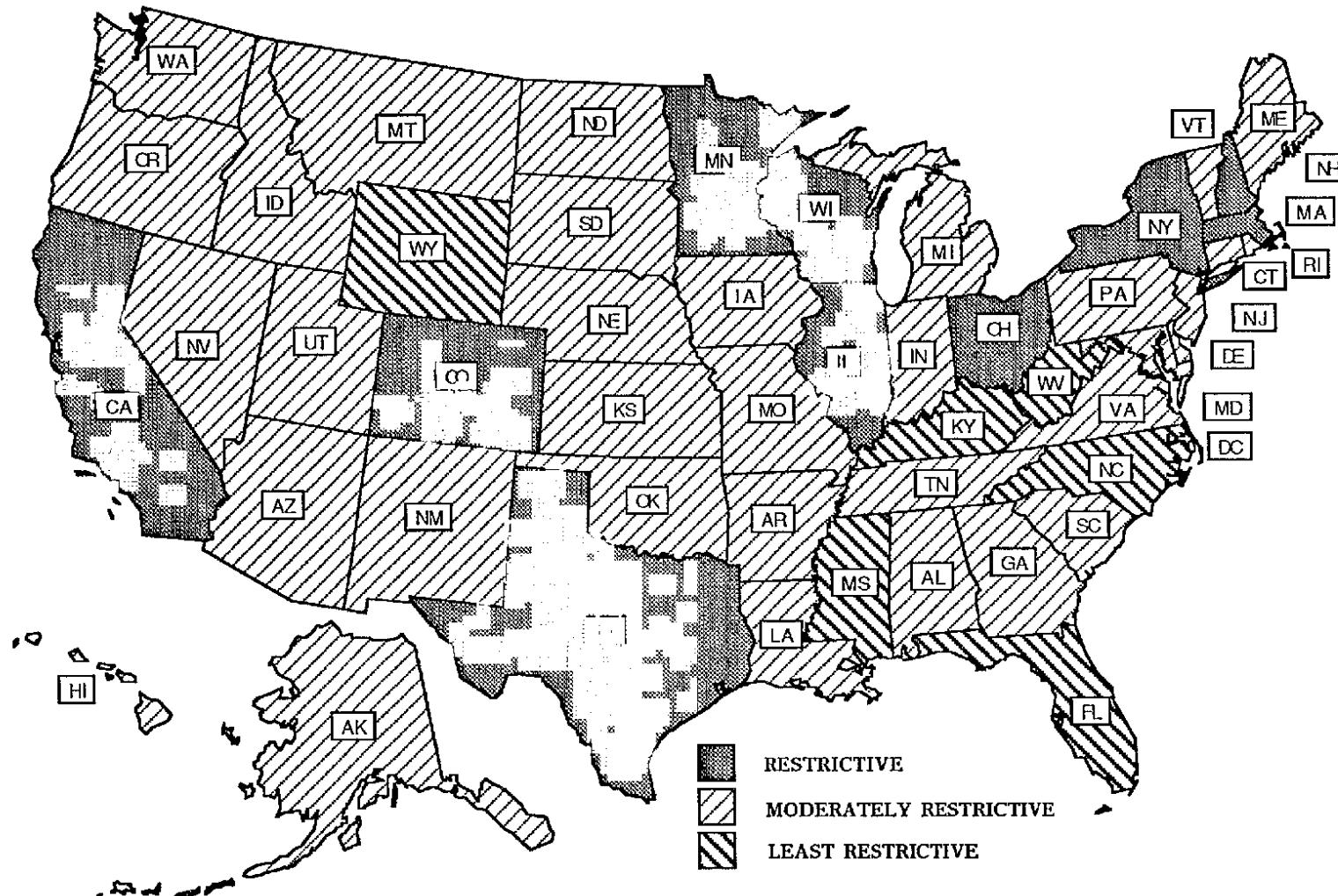
2045044409

INDUSTRY SHIFT TO PACK PURCHASING BY NIELSEN COUNTY TYPE



2045044410

SMOKING RESTRICTIONS



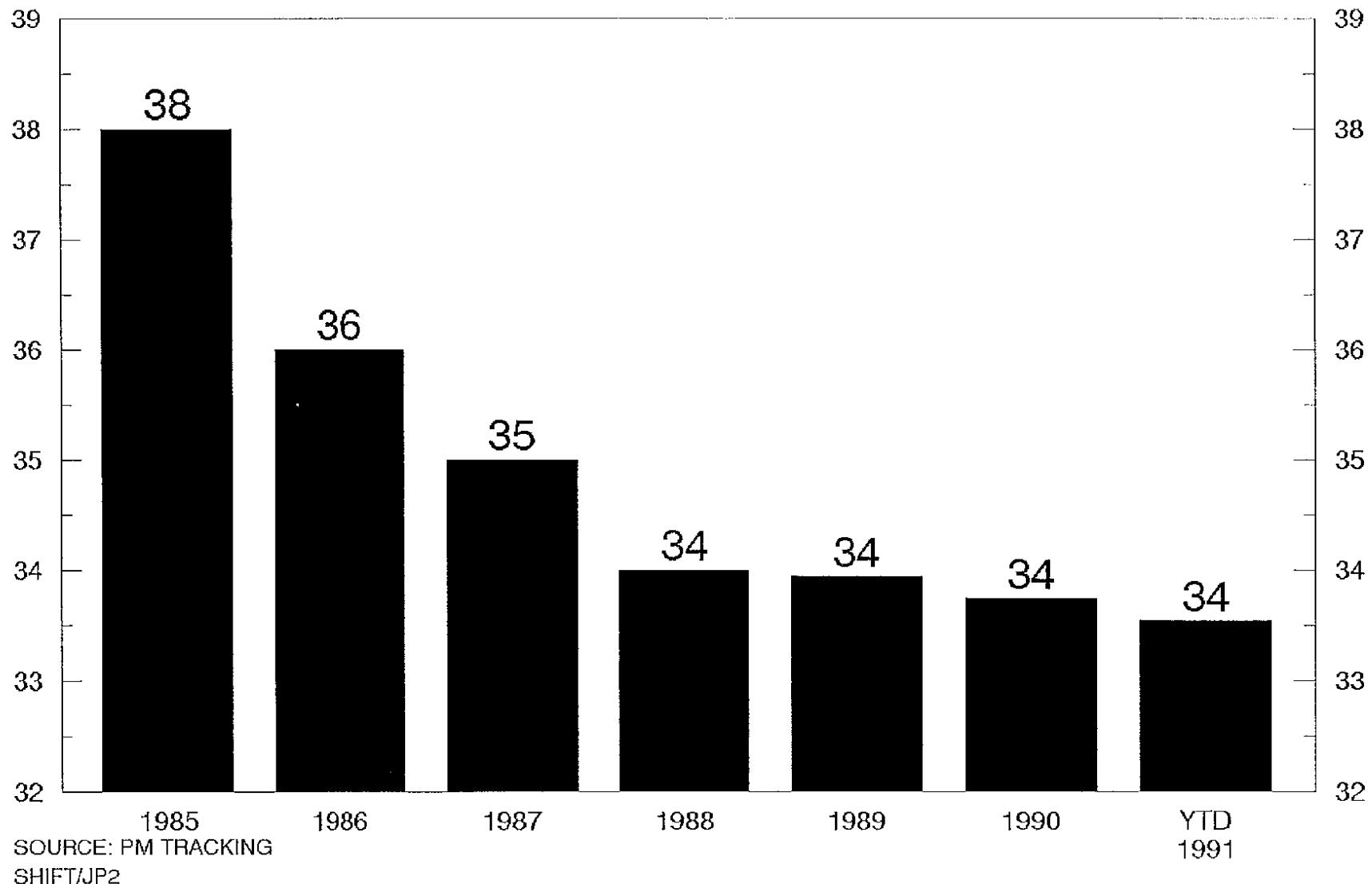
Determined by the state restriction language and the number of localities imposing restrictions

SOURCE: PM USA ISSUES MANAGEMENT

2045044411

SMOKER SHIFT FROM NIELSEN "A" COUNTIES

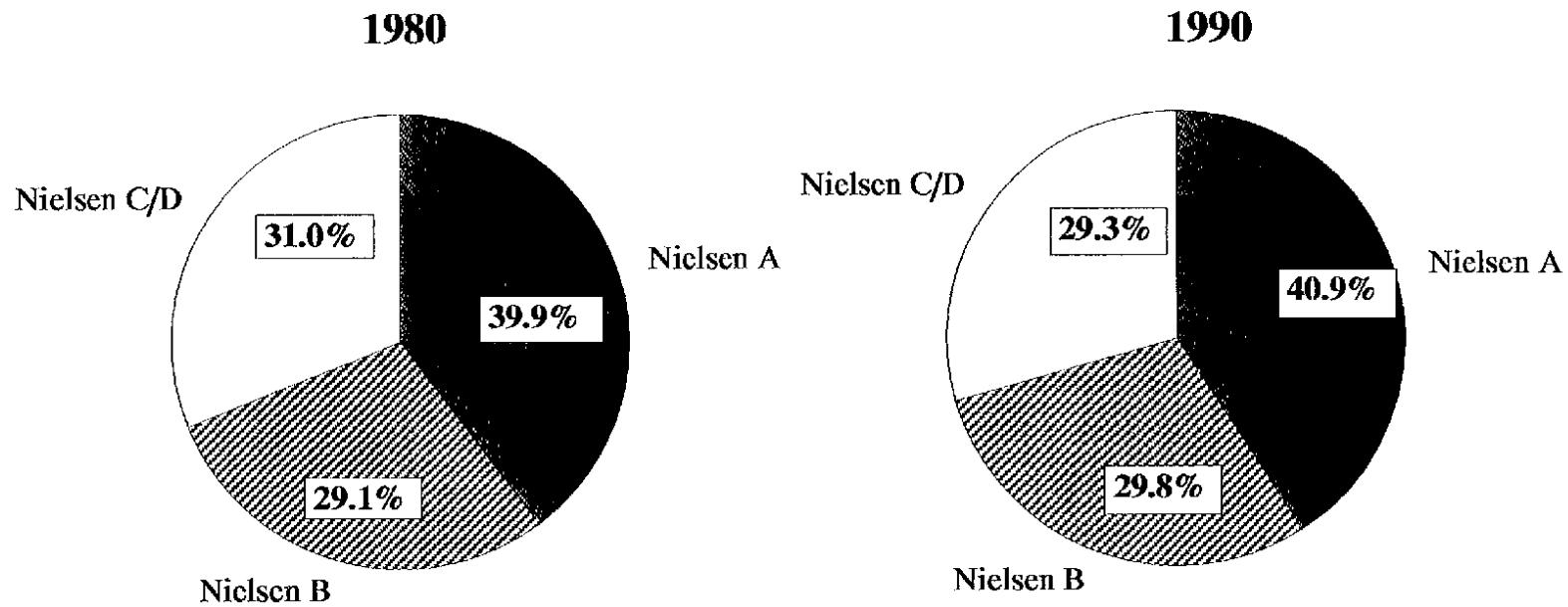
% OF SMOKERS



SOURCE: PM TRACKING
SHIFT/JP2

204504412

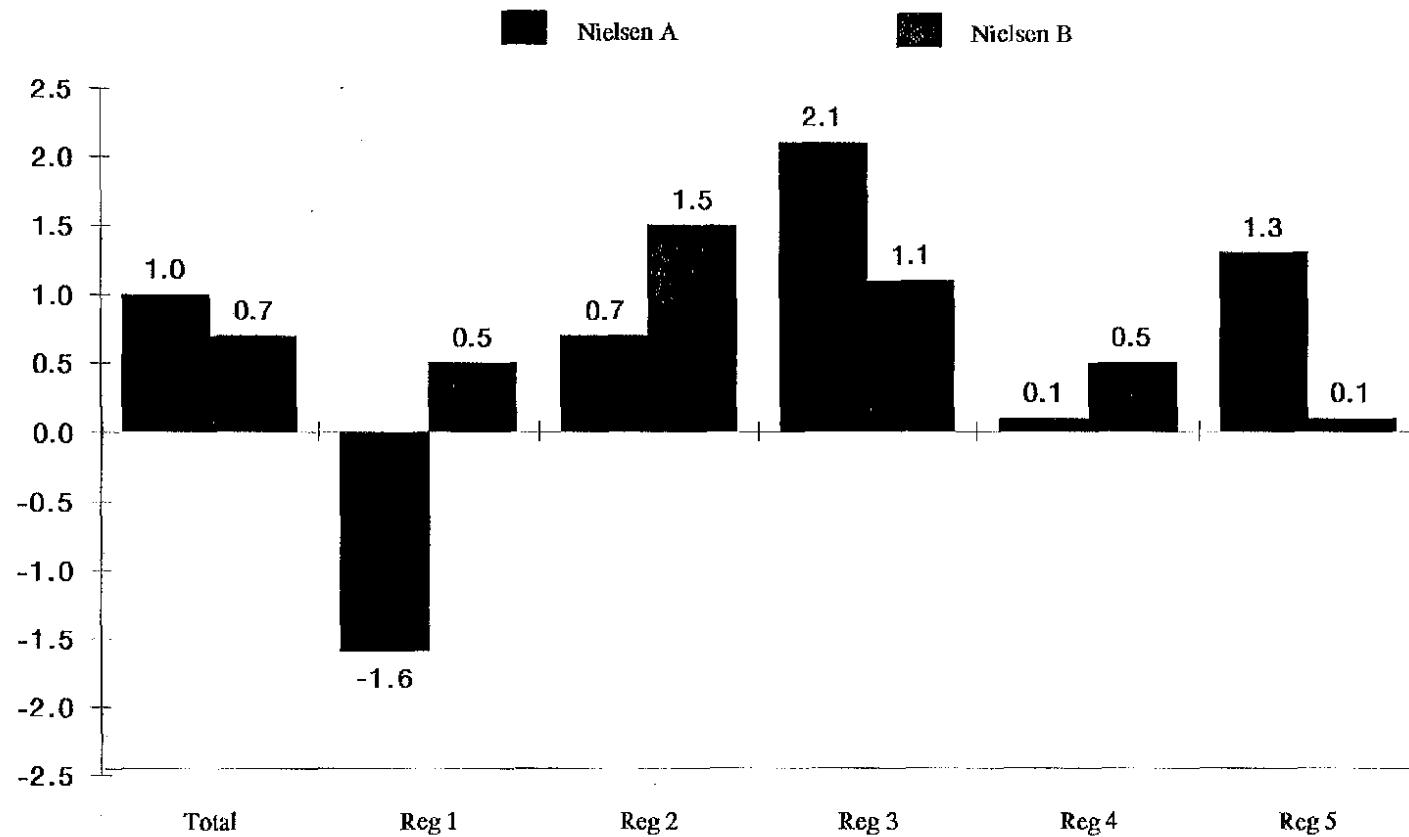
ADULT POPULATION SHIFT TOTAL U.S. BY NIELSEN COUNTY 1980 vs 1990



SOURCE: Market Statistics Year Ending Estimates

2045044413

ADULT POPULATION SHIFT PM REGION BY NIELSEN COUNTY 1980 vs 1990



SOURCE: Market Statistics Year Ending Estimates

204504414

- Adult population shift
- Population is growing in all county types
- But of growth is slowing across the BCRB
- People is shifting to Niles as job centers
- Shifts + self-reinsunday Able category weaknesses
- Rural strength in CDO areas and cities
- Losses ~~for capita~~ volume loss for capita
- More smokers exposed to household smoking environment
- Coming from areas where PR legitimacy is stronger

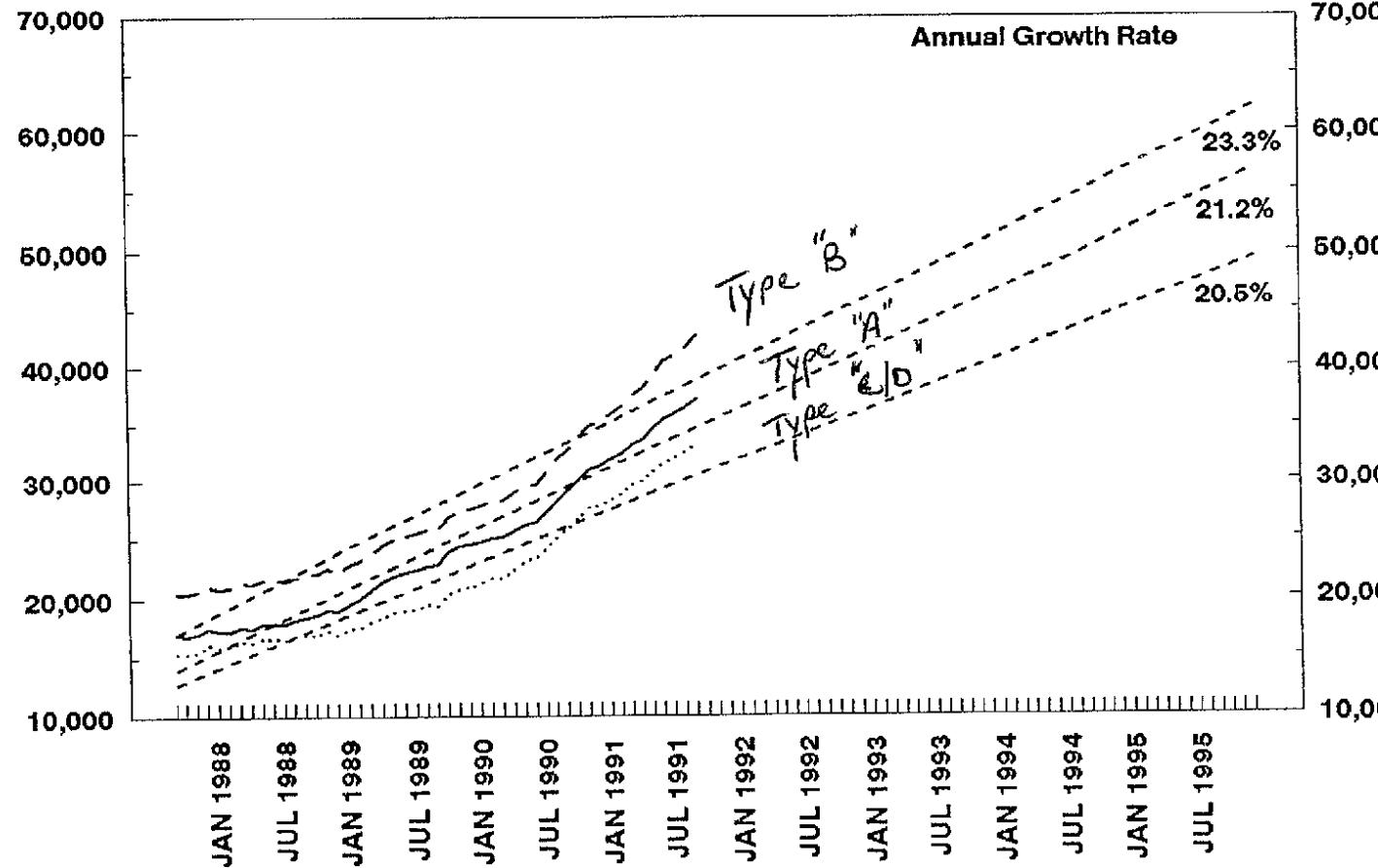
2045044416

✓✓✓

~~Demographics and Price Value Conversion~~
~~Demographic~~
Demographic
Value
Conversion

VOLUME BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B VS. TYPE C/D SECTIONS
TOTAL INDUSTRY PRICE VALUE

12MM VOLUME(MIL)



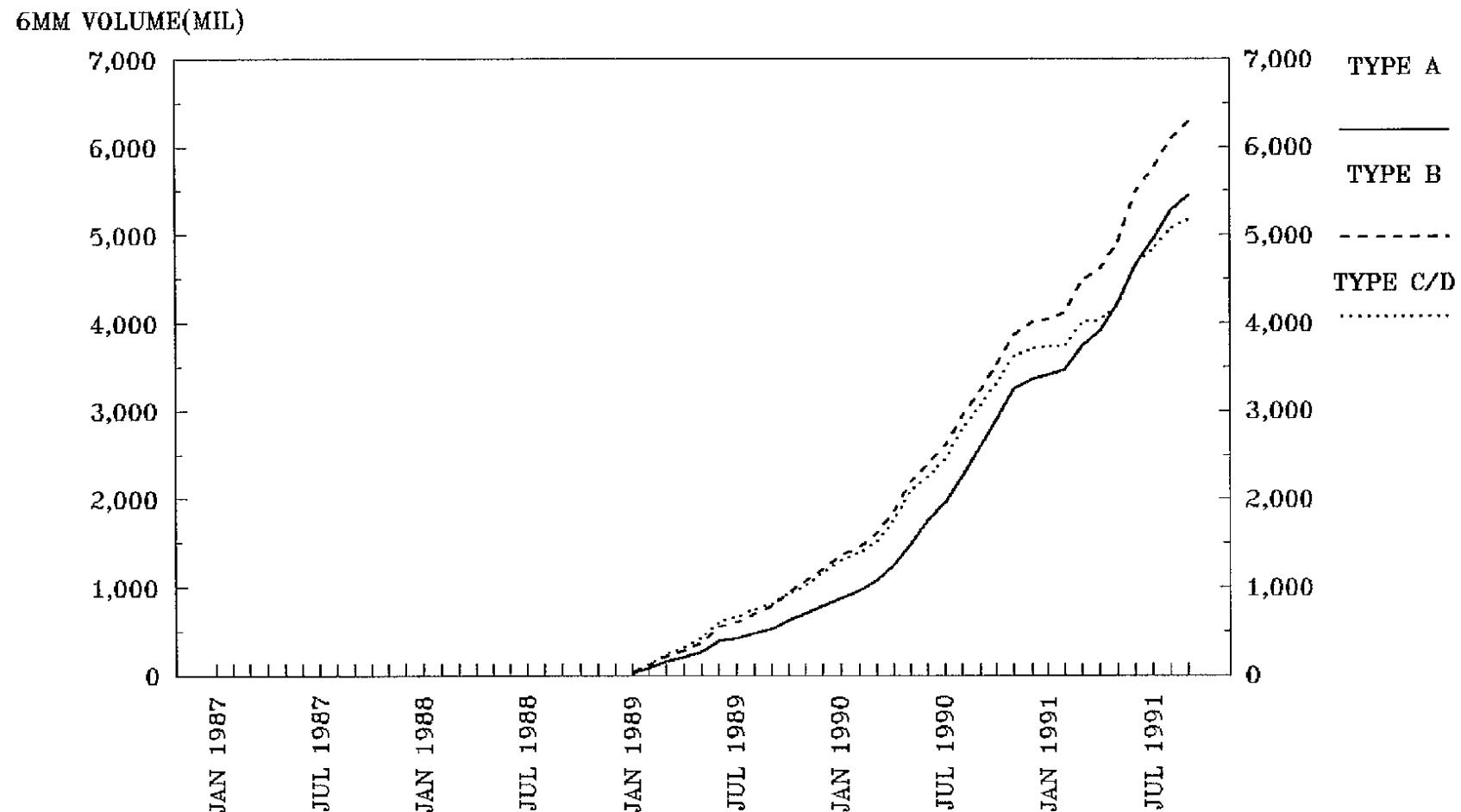
TYPE A
TYPE B
TYPE C/D

12VINDPV.CHT

Source: MSAData, 12mm Volume(Millions)

2045044417

VOLUME BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL SUB-GENERICs



Source: MSAData, 6mm Volume(Millions)

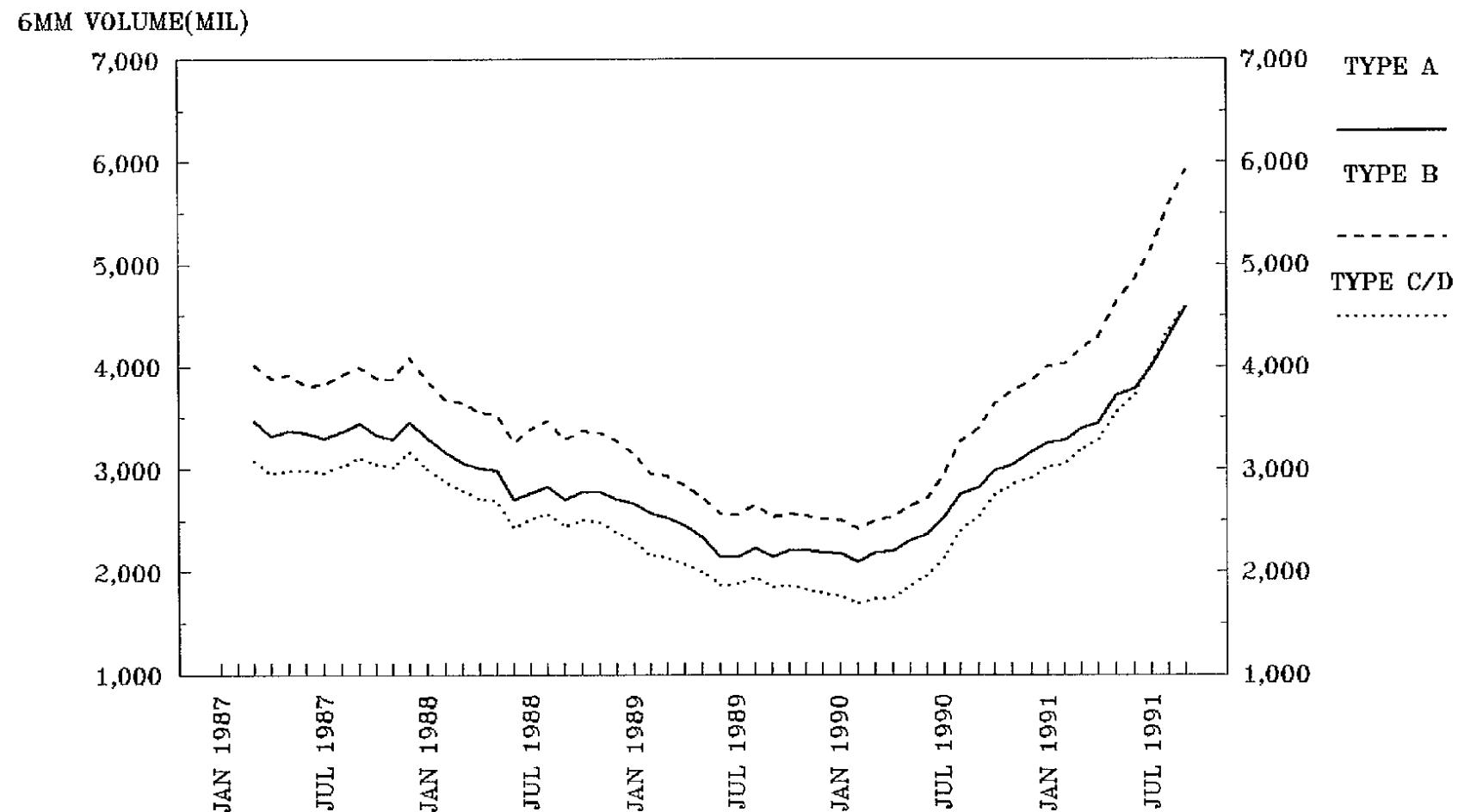
MSAVSBGNR.CHT

2045044418

2045044419

~ 100 mg
Bacillus

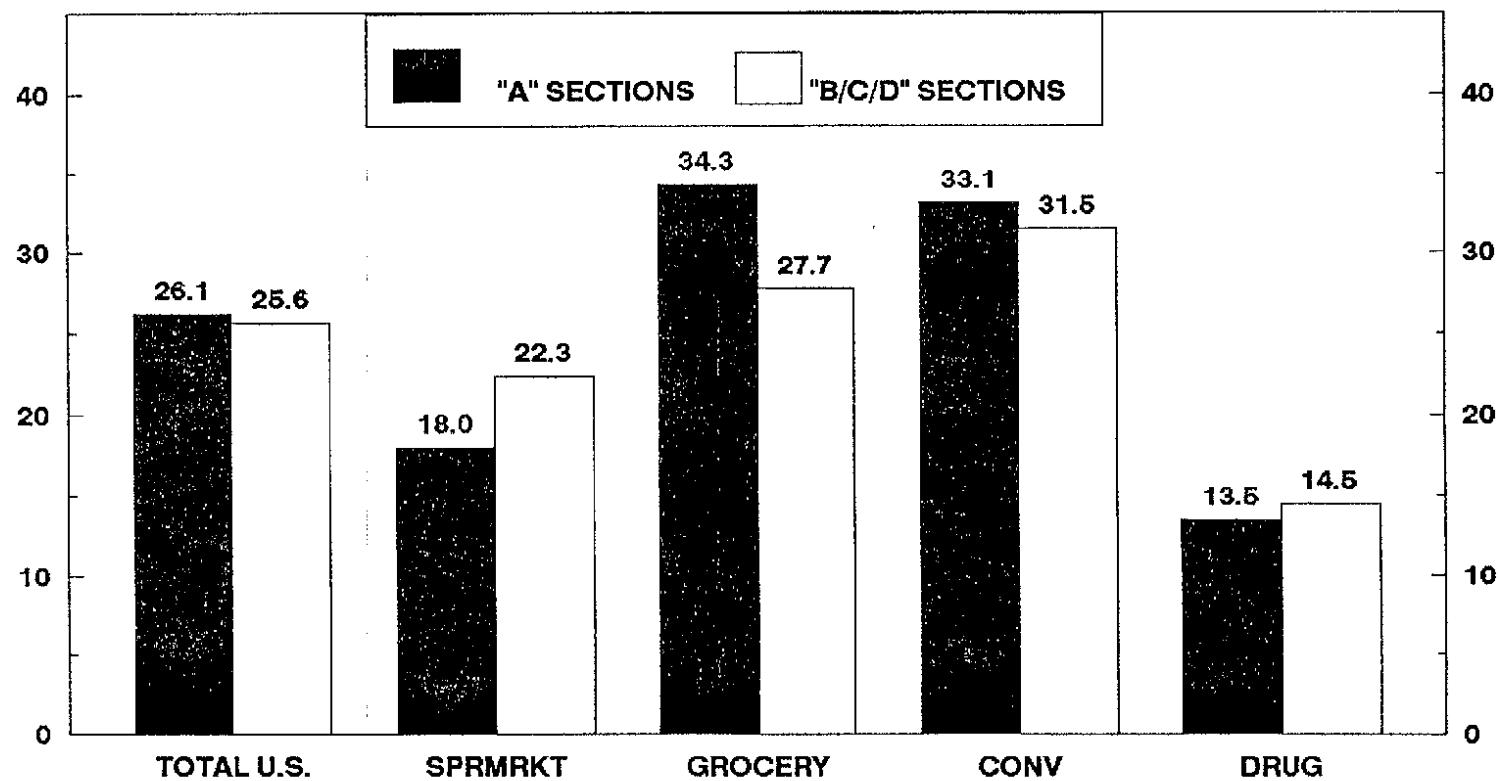
VOLUME BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL BLACK * WHITE/GNR PRIVATE LABEL



2045044420

INDUSTRY PRICE VALUE VOLUME %CHANGE vs. YAG
BY TRADE CLASS

%CHANGE



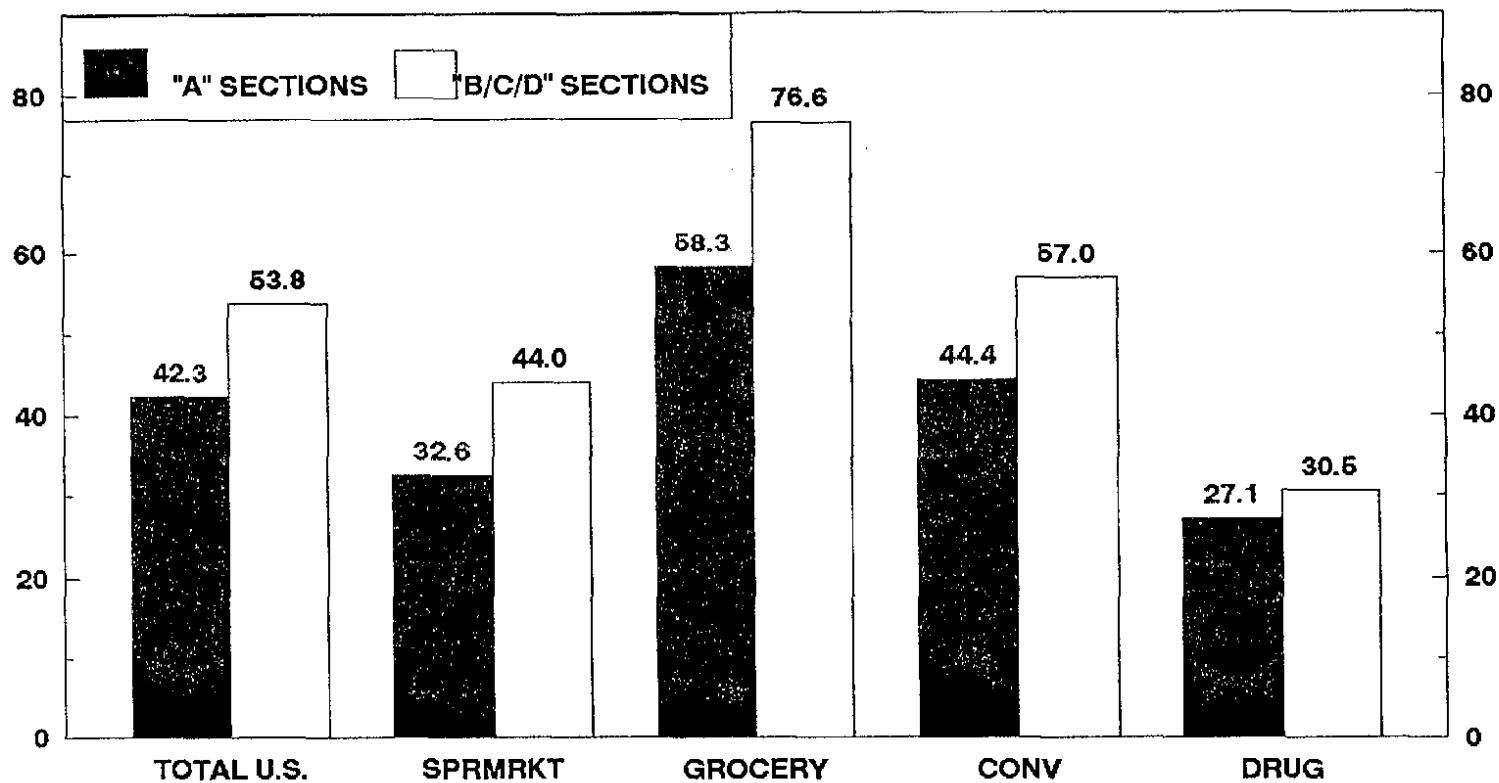
Source: New Nielsen 12mm September 1991

4NNBAR.CHT

204504421

PHILIP MORRIS PV VOLUME %CHANGE vs. YAG
BY TRADE CLASS

%CHANGE



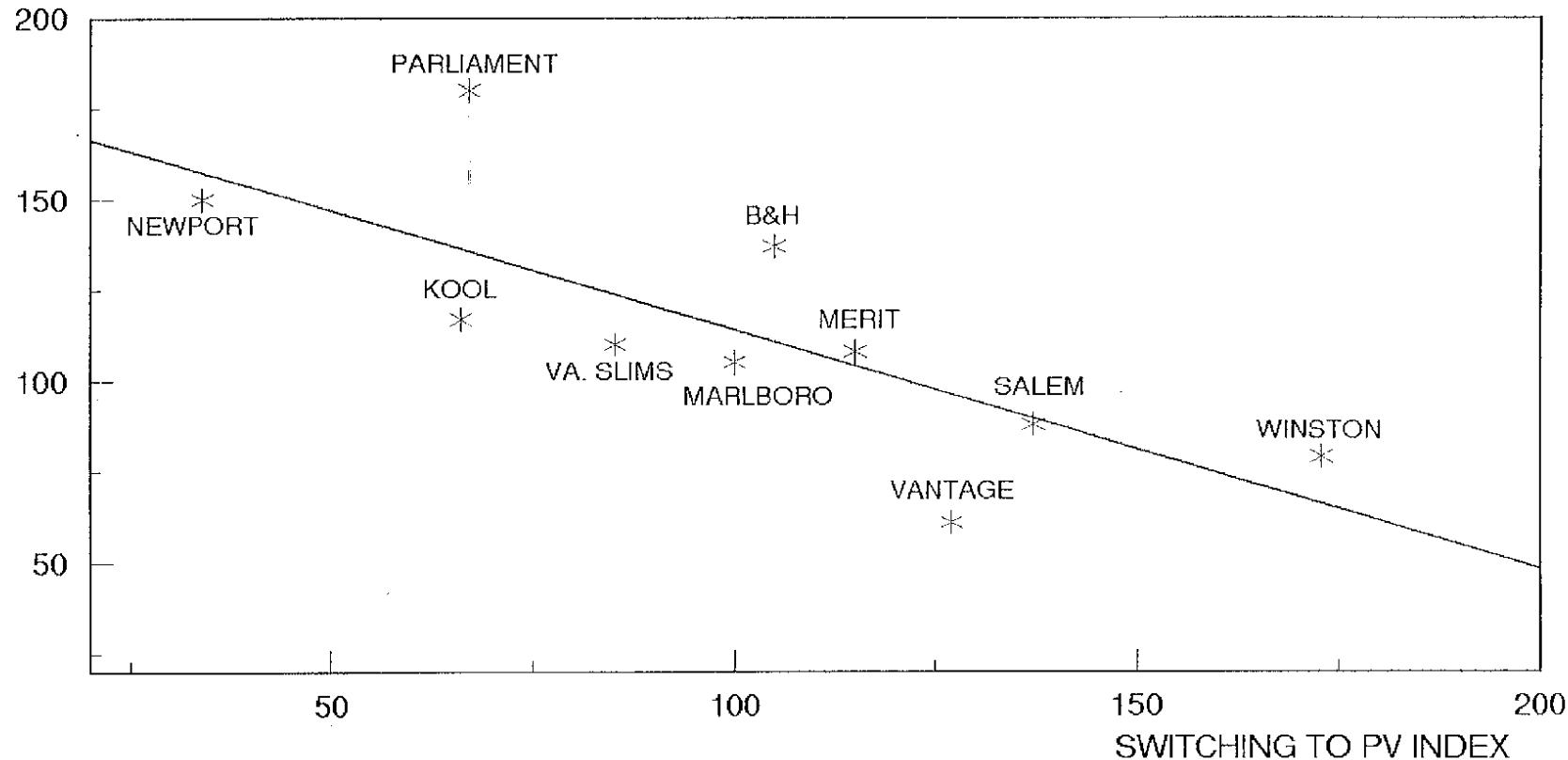
Source: New Nielsen 12mm September 1991

7NNBAR.CHT

2045044422

NIELSEN A COUNTY DEVELOPMENT VS. PRICE VALUE SWITCHING

MAJOR METRO INDEX



SOURCE: PM TRACKING 1989-1990

PVSWITCH/JP2

2045044423

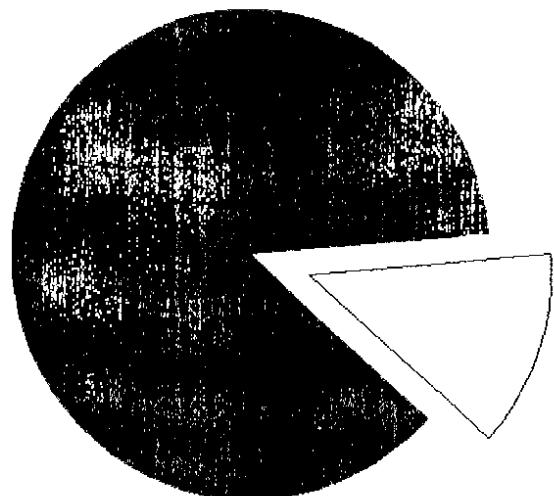
Stuck SQ?
Cumulative

~~CUMMULATIVE~~ SHARE OF FM DECLINES & PV UNIT GROWTH

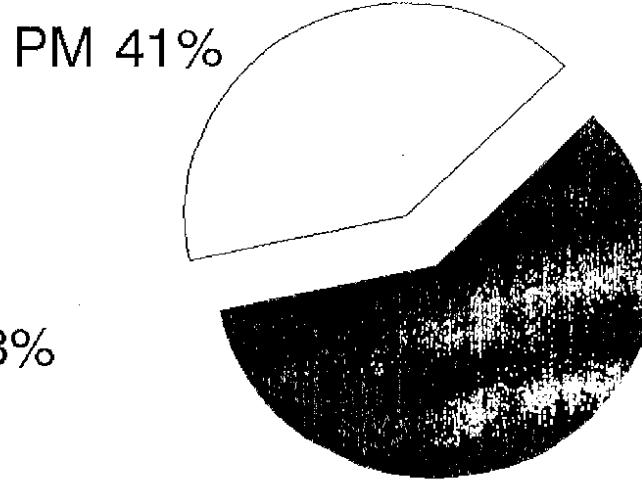
PHILIP MORRIS VS. BALANCE OF INDUSTRY
(BASE YEAR 1986)

SHARE OF INDUSTRY

FULL MARGIN LOSSES



PRICE VALUE GAINS

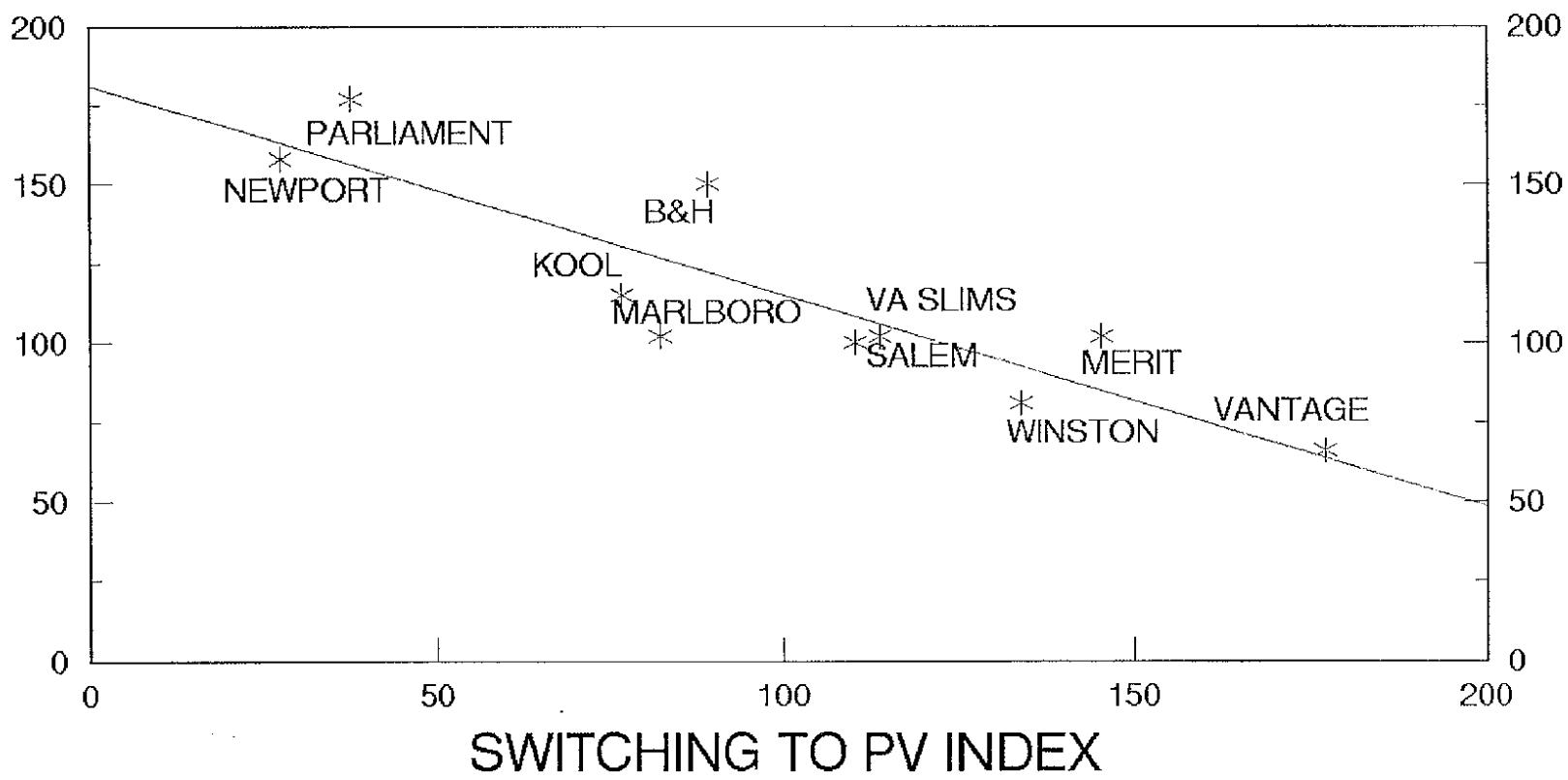


SOURCE: MSA SHIPMENTS ENDING MAY 1991

2045044424

CUMMULAT1/JP2

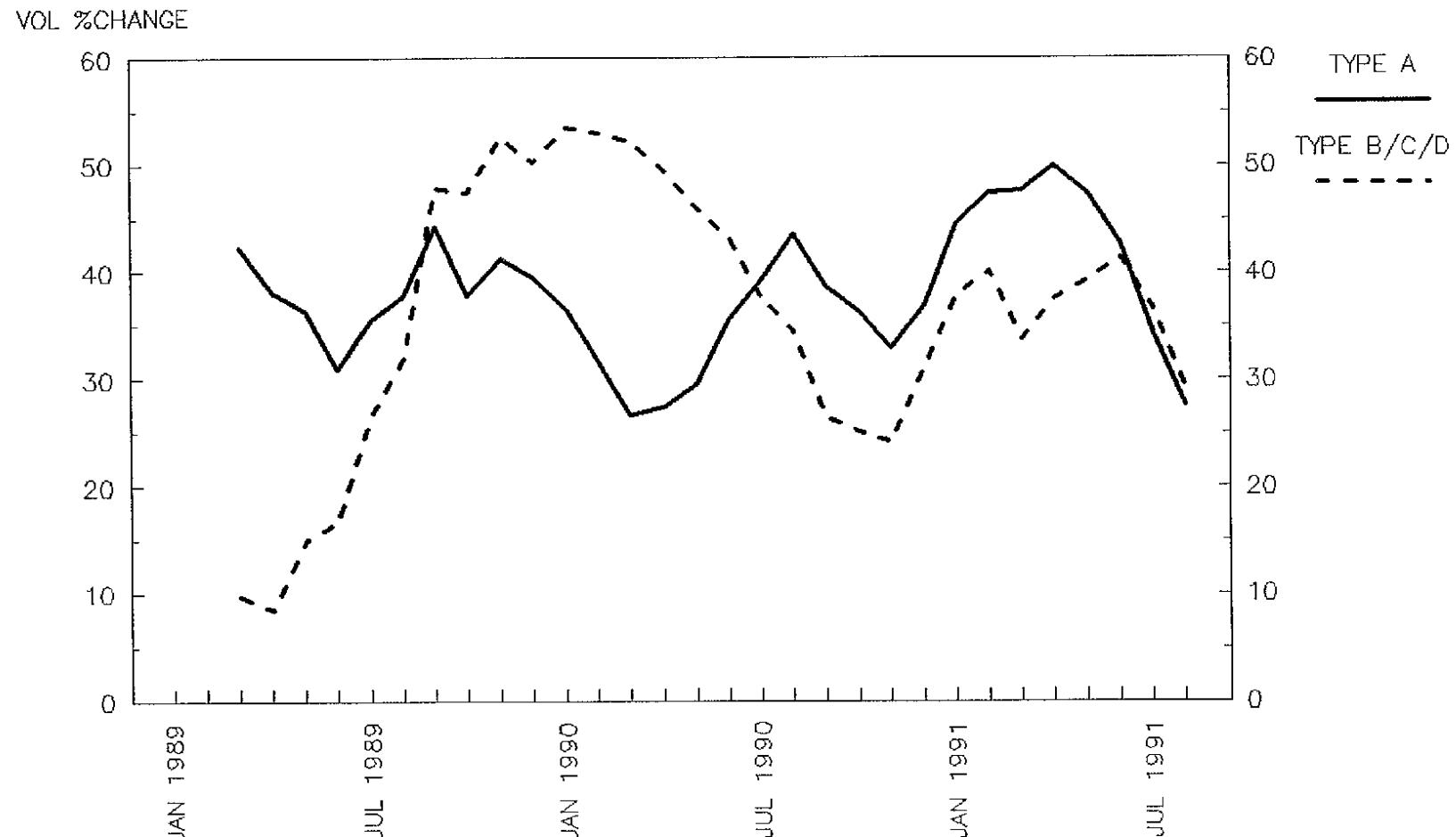
NIELSEN A COUNTY DEVELOPMENT
VS
PRICE VALUE SWITCHING
MAJOR METRO INDEX



SOURCE: PM TRACKING YTD 1991
PVSWITCH2/MENTHOL

2045044425

TOTAL PRICE VALUE
3MM VOLUME %CHANGE VS. YEAR AGO
TYPE A VS. TYPE B/C/D--TOTAL CONVENIENCE

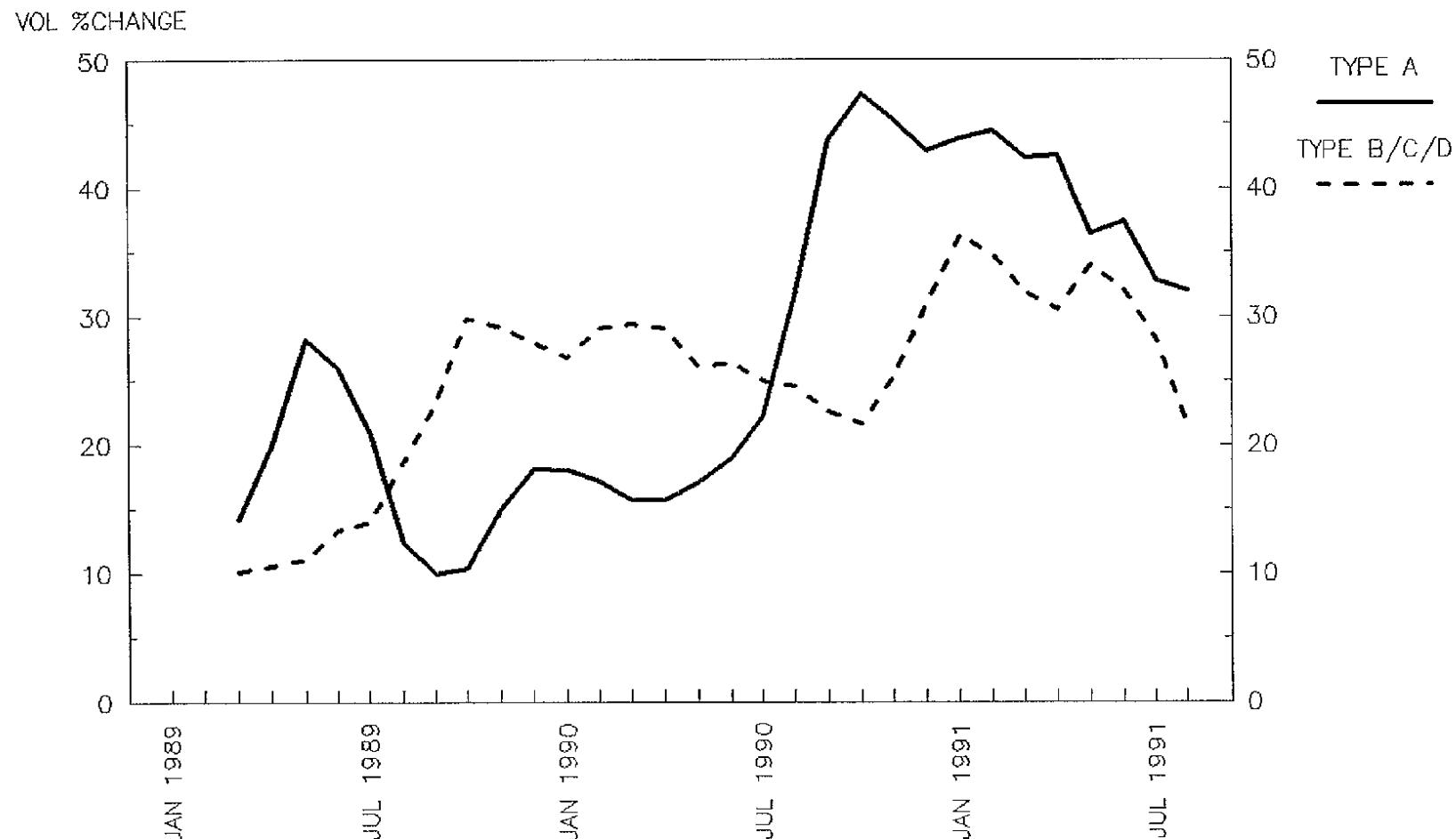


SOURCE: NEW NIELSEN

ACONPV.CHT

2045044426

TOTAL PRICE VALUE
3MM VOLUME %CHANGE VS. YEAR AGO
TYPE A VS. TYPE B/C/D--TOTAL GROCERY



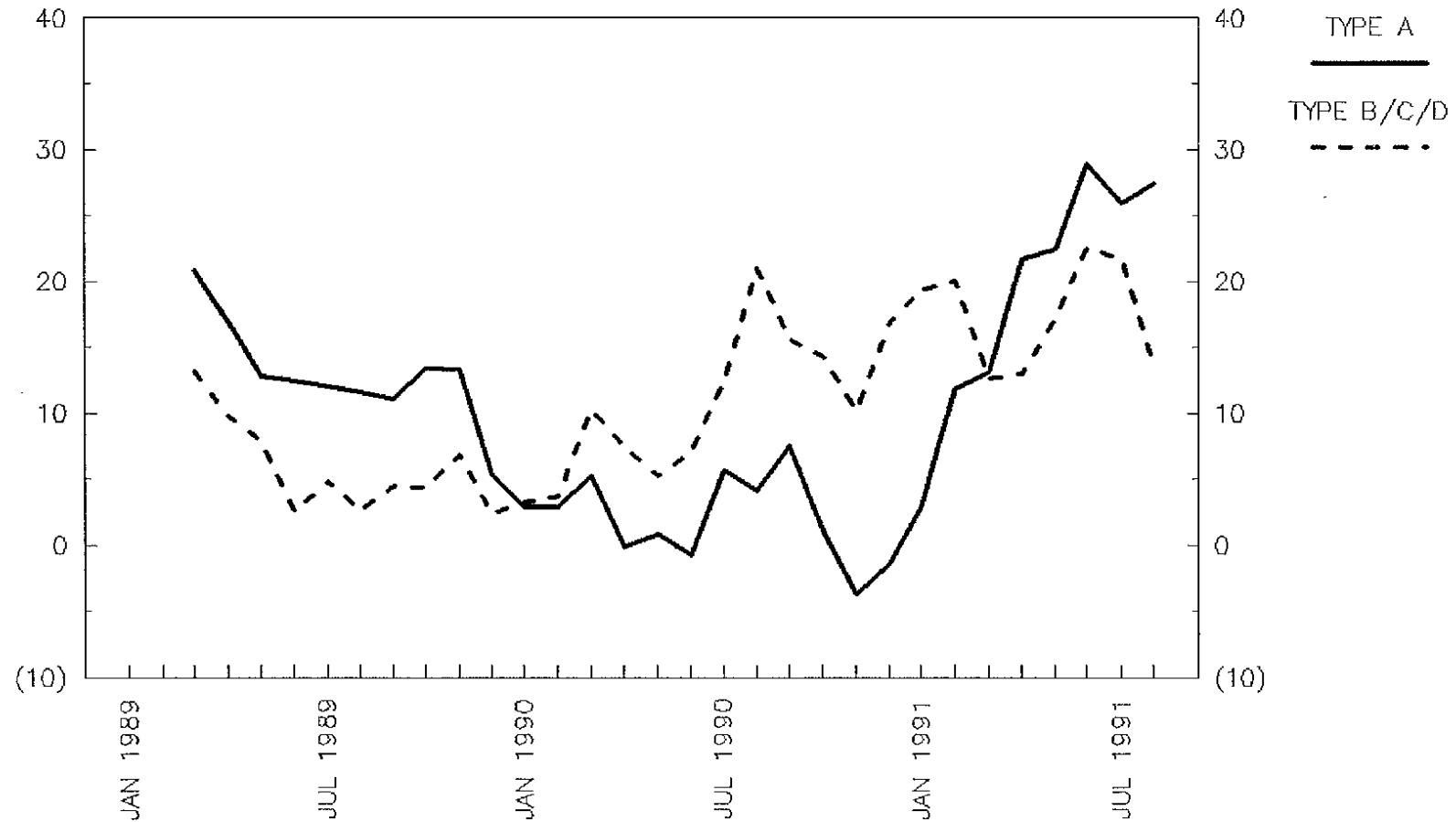
SOURCE: NEW NIELSEN

ACRPV.CHT

2045044427

TOTAL PRICE VALUE
3MM VOLUME %CHANGE VS. YEAR AGO
TYPE A VS. TYPE B/C/D--TOTAL DRUG

VOL %CHANGE



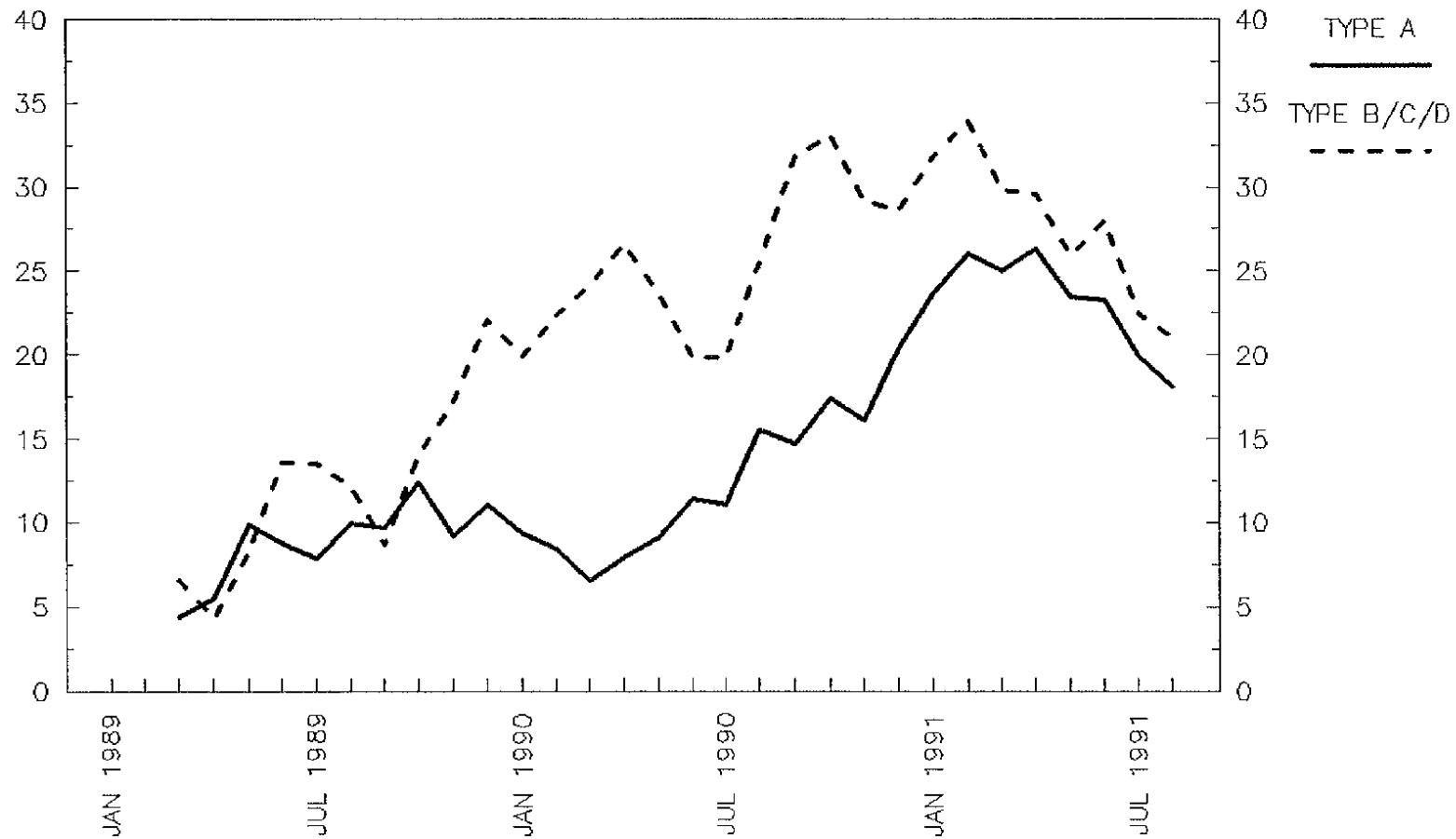
SOURCE: NEW NIELSEN

ADRPV.CHT

204504428

TOTAL PRICE VALUE
3MM VOLUME %CHANGE VS. YEAR AGO
TYPE A VS. TYPE B/C/D--TOTAL SUPERMARKETS

VOL %CHANGE



SOURCE: NEW NIELSEN

ASPPV.CHT

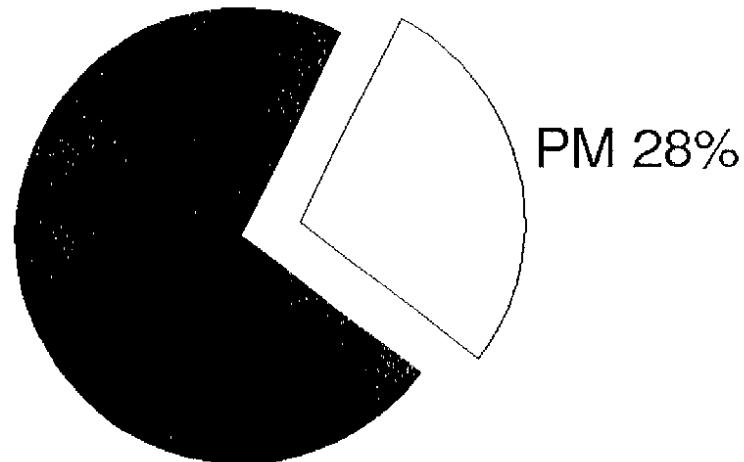
2045044429

SHARE OF FM DECLINES & PV UNIT GROWTH

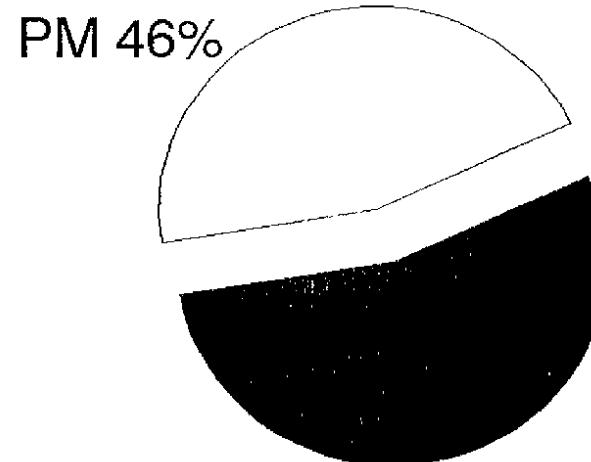
PHILIP MORRIS VS. BALANCE OF INDUSTRY
(BASE YEAR SEPTEMBER 1990)

SHARE OF INDUSTRY

FULL MARGIN LOSSES



PRICE VALUE GAINS



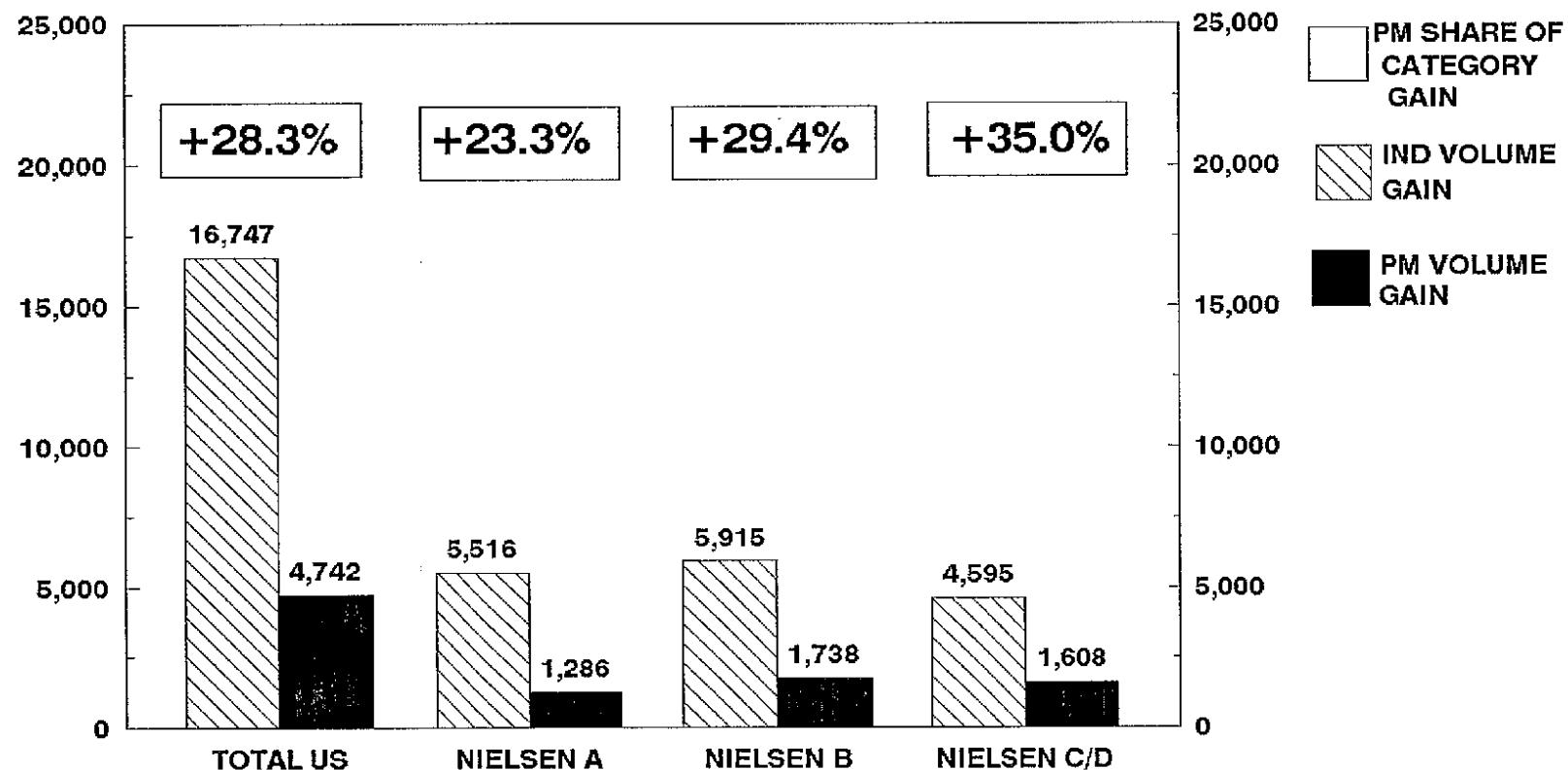
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

2045044430

CUMMULA2/JP2

PHILIP MORRIS SUB-GENERIC BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



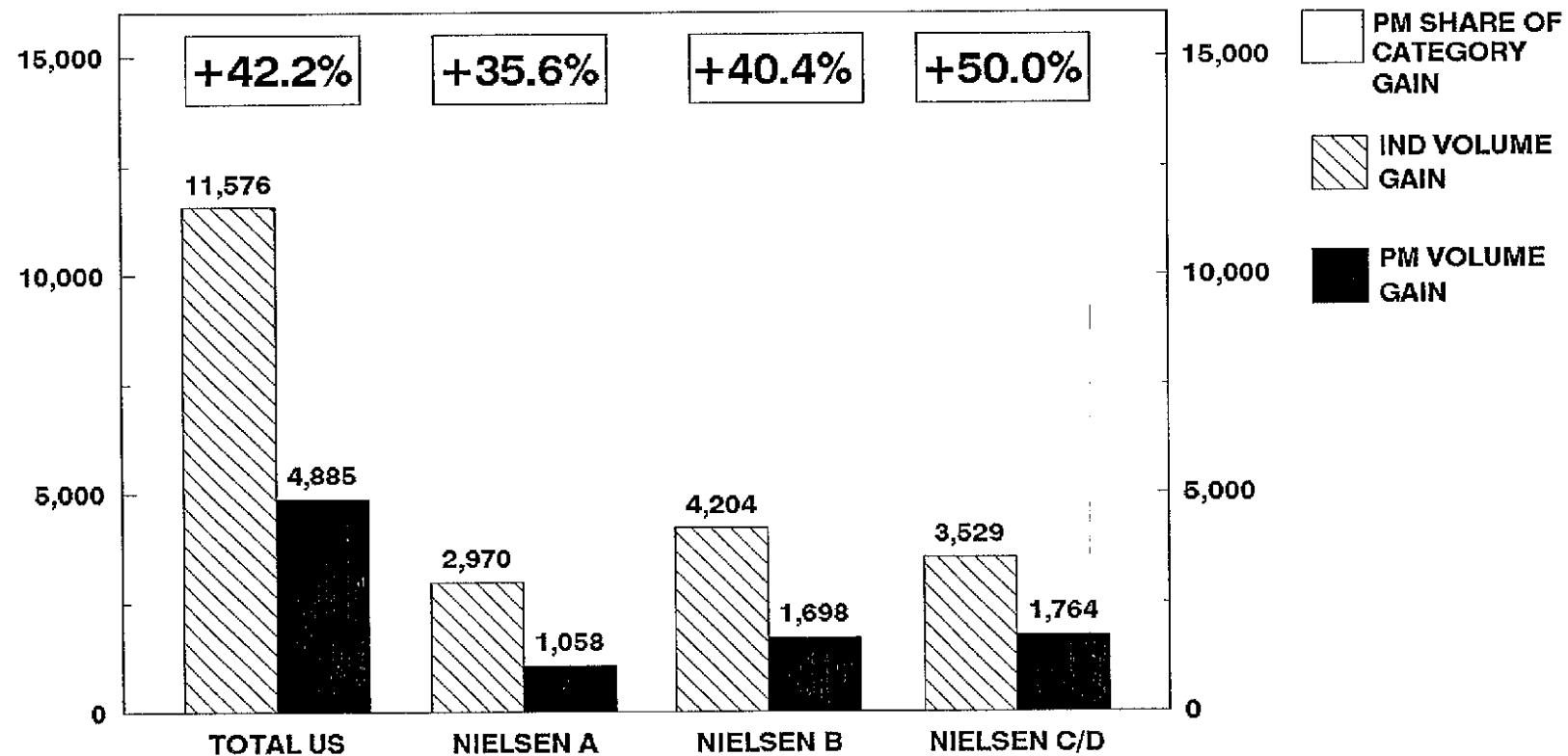
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

PMSUB.CHT

2045044431

PHILIP MORRIS B+W GENERIC P/L BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



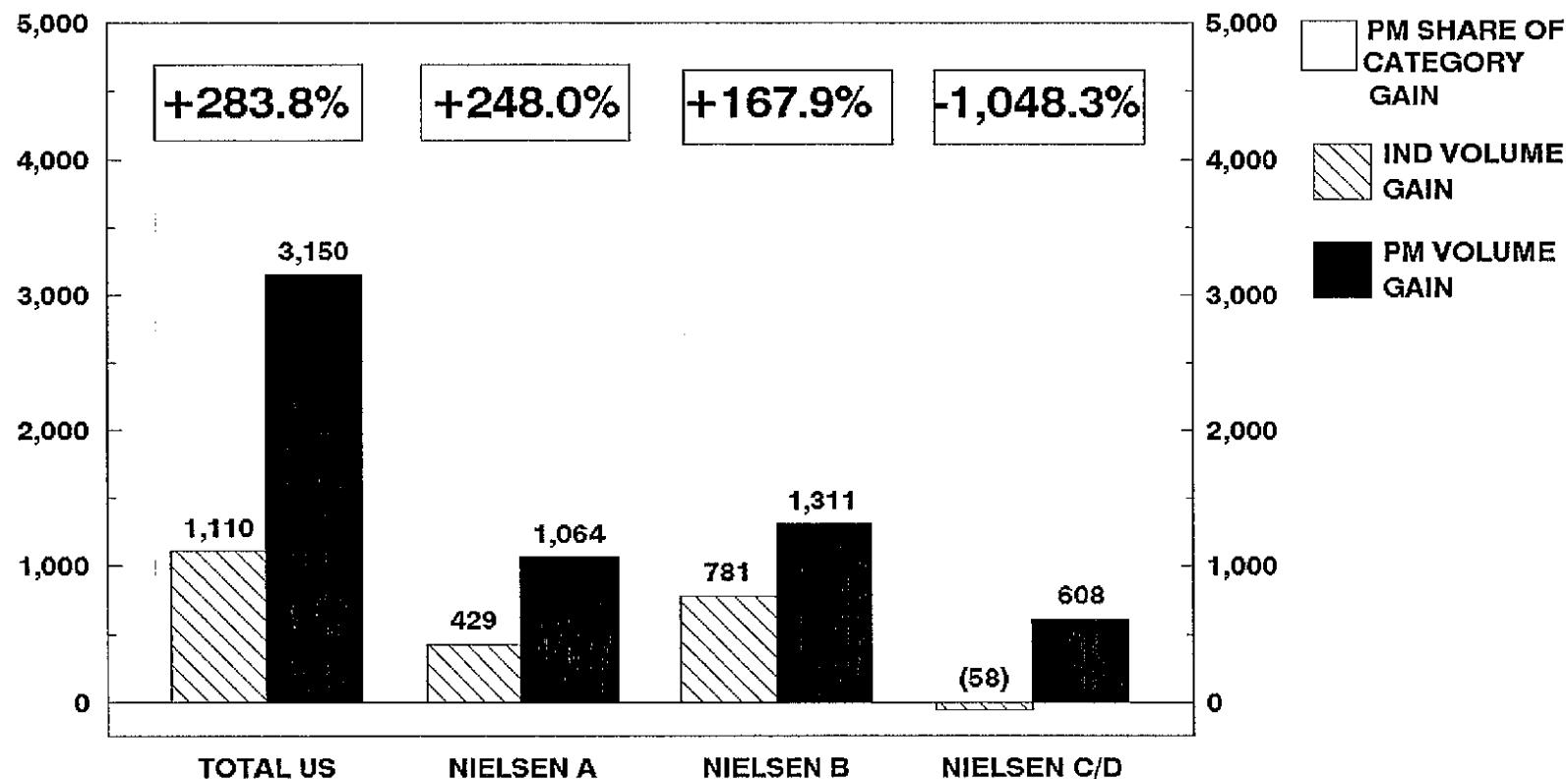
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

PMBWPL.CHT

2045044432

PHILIP MORRIS BRANDED GENERICS BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



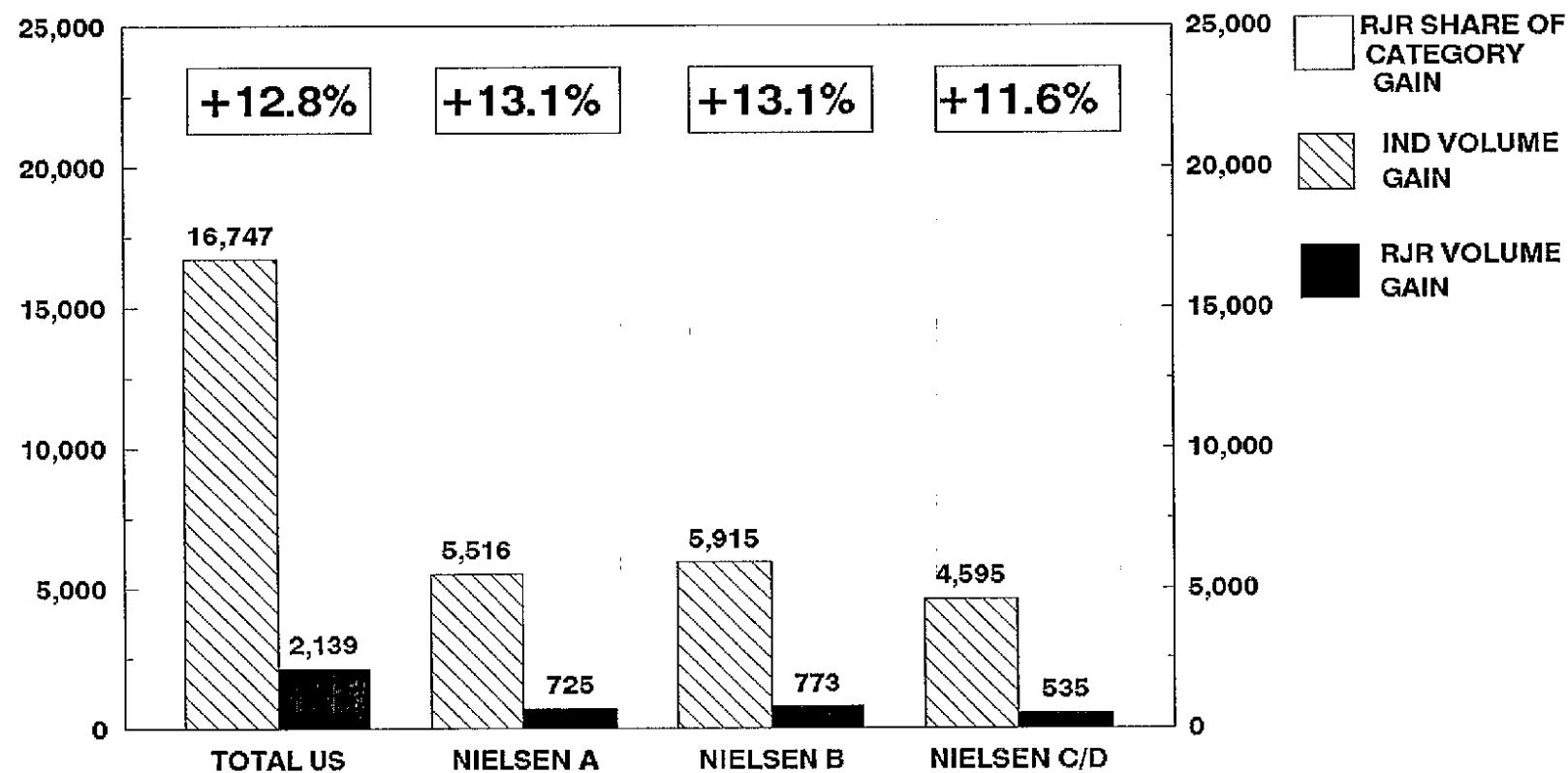
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

PMBRGEN.CHT

2045044433

R.J. REYNOLDS SUB-GENERIC BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



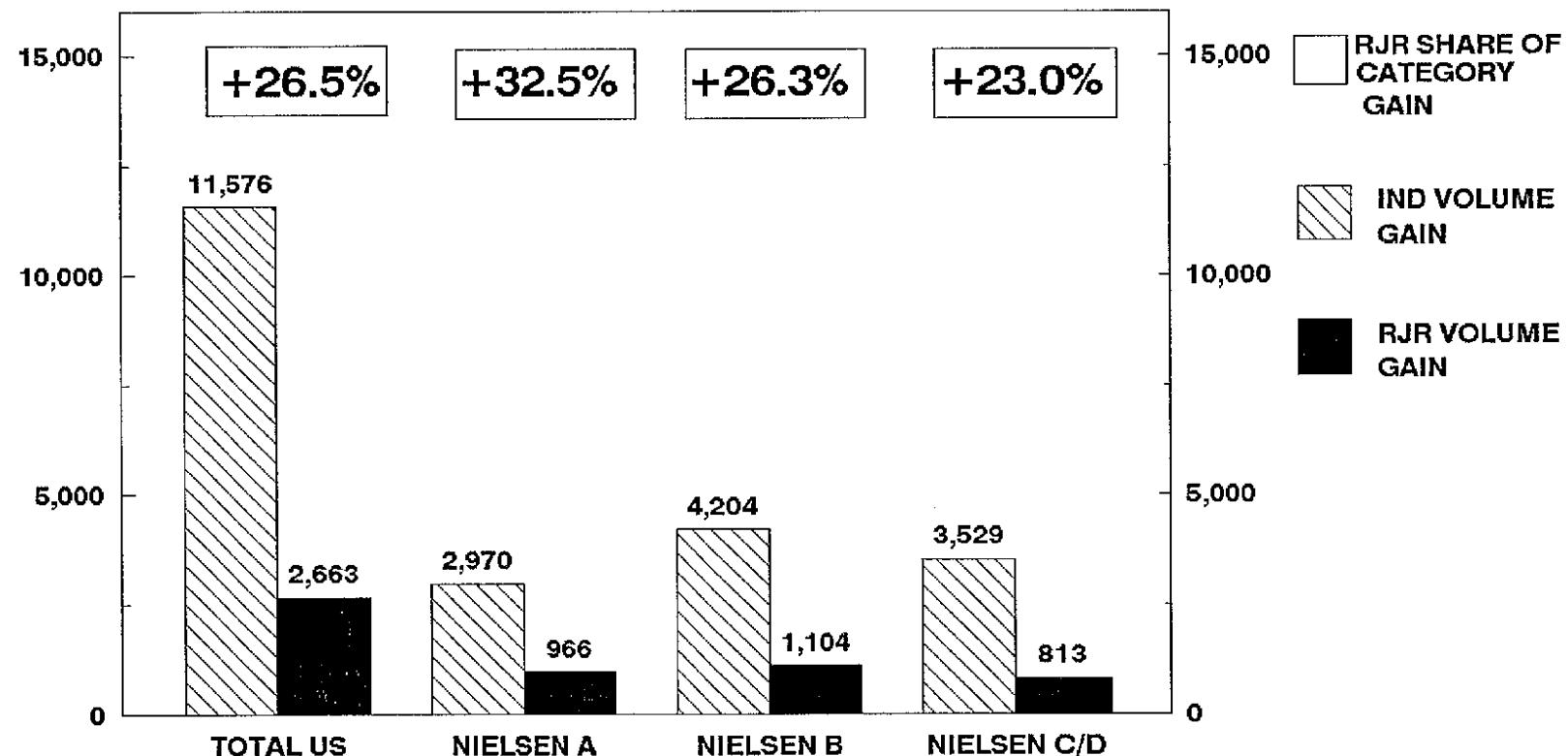
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

RJRSUB.CHT

2045044434

R.J. REYNOLDS B+W GENERIC P/L BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



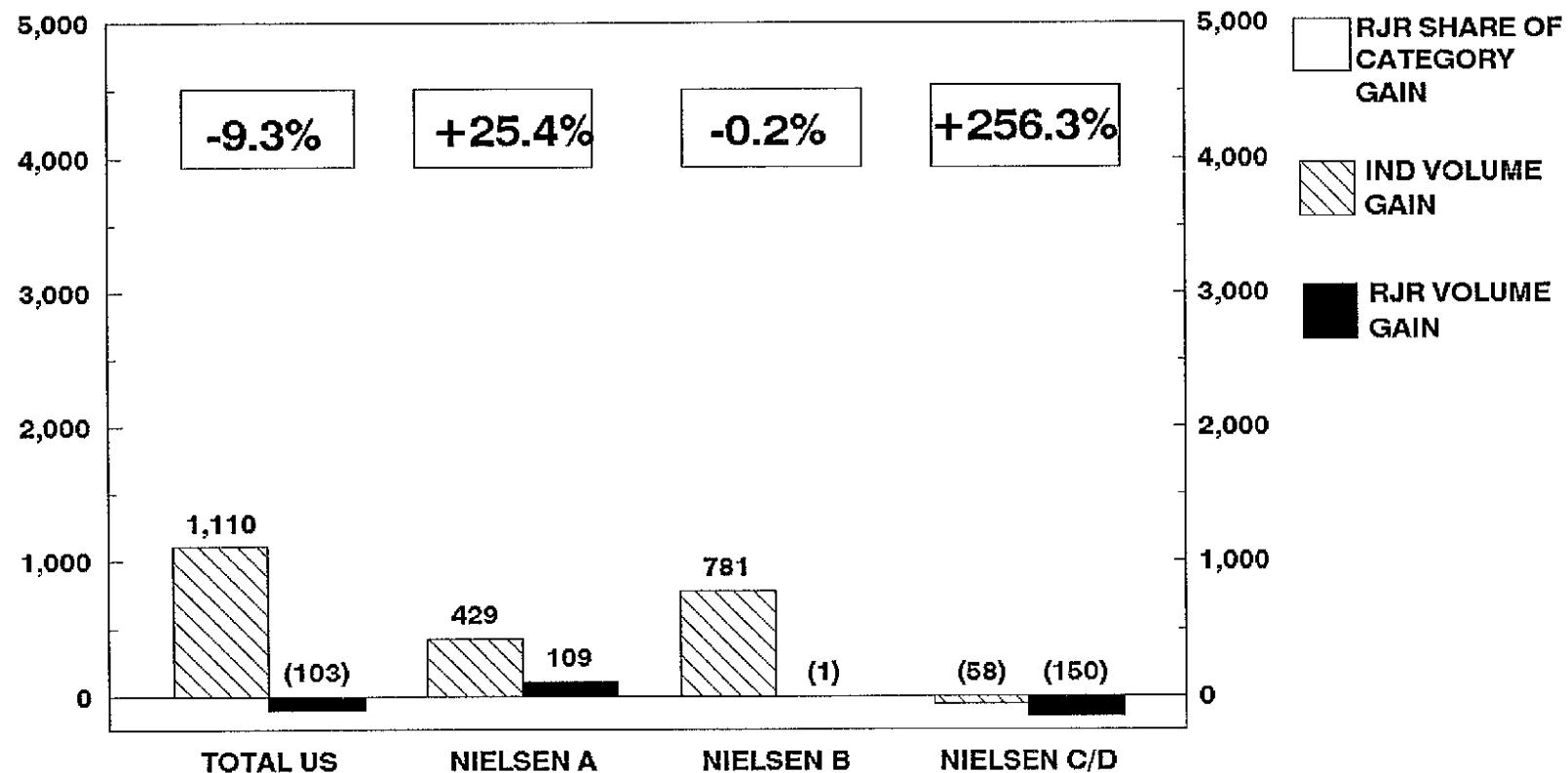
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

RJRBWPL.CHT

2045044435

R.J. REYNOLDS BRANDED GENERICS BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



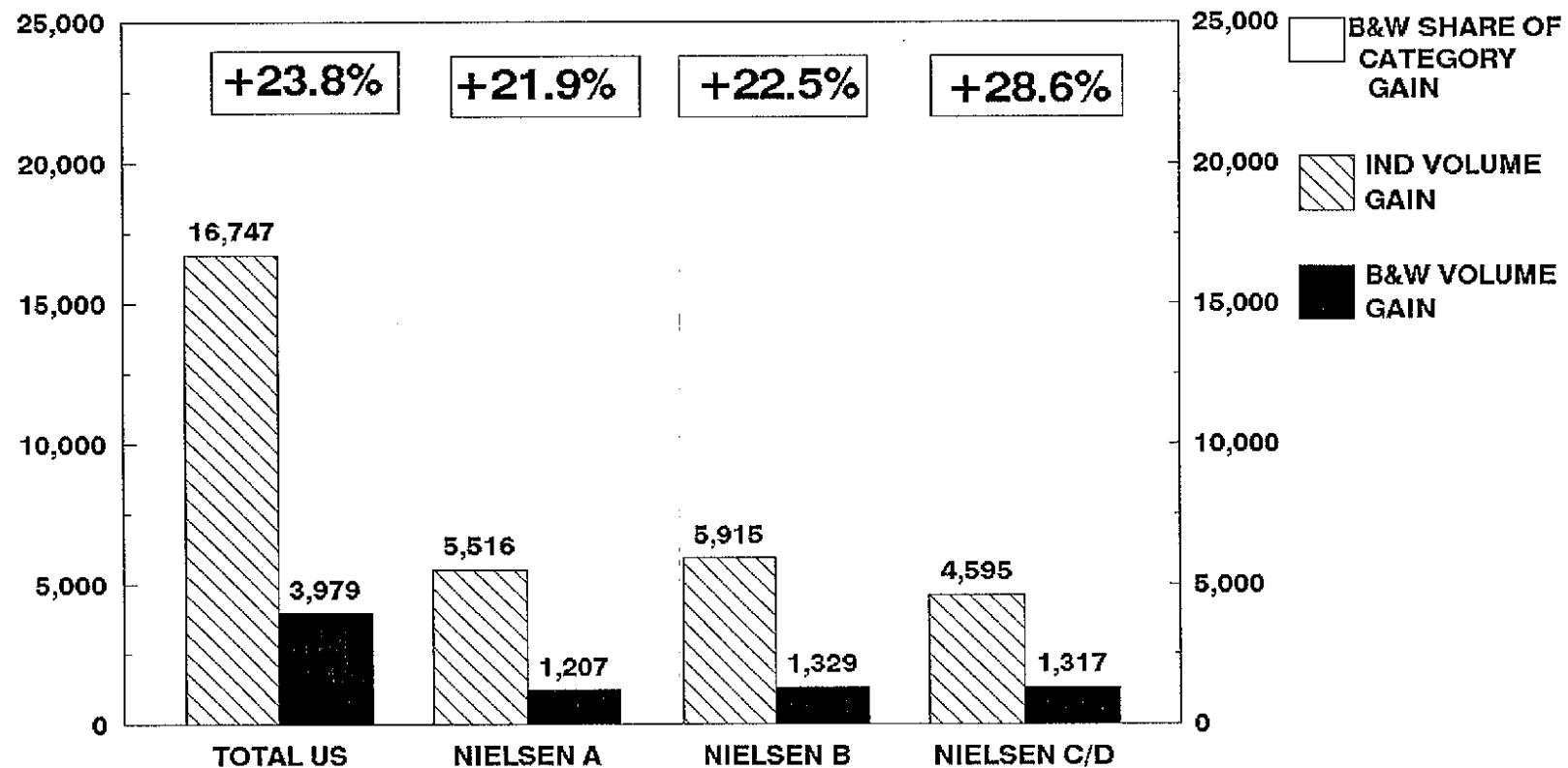
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

RJRBGEN.CHT

2045044436

BROWN & WILLIAMSON SUB-GENERIC BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



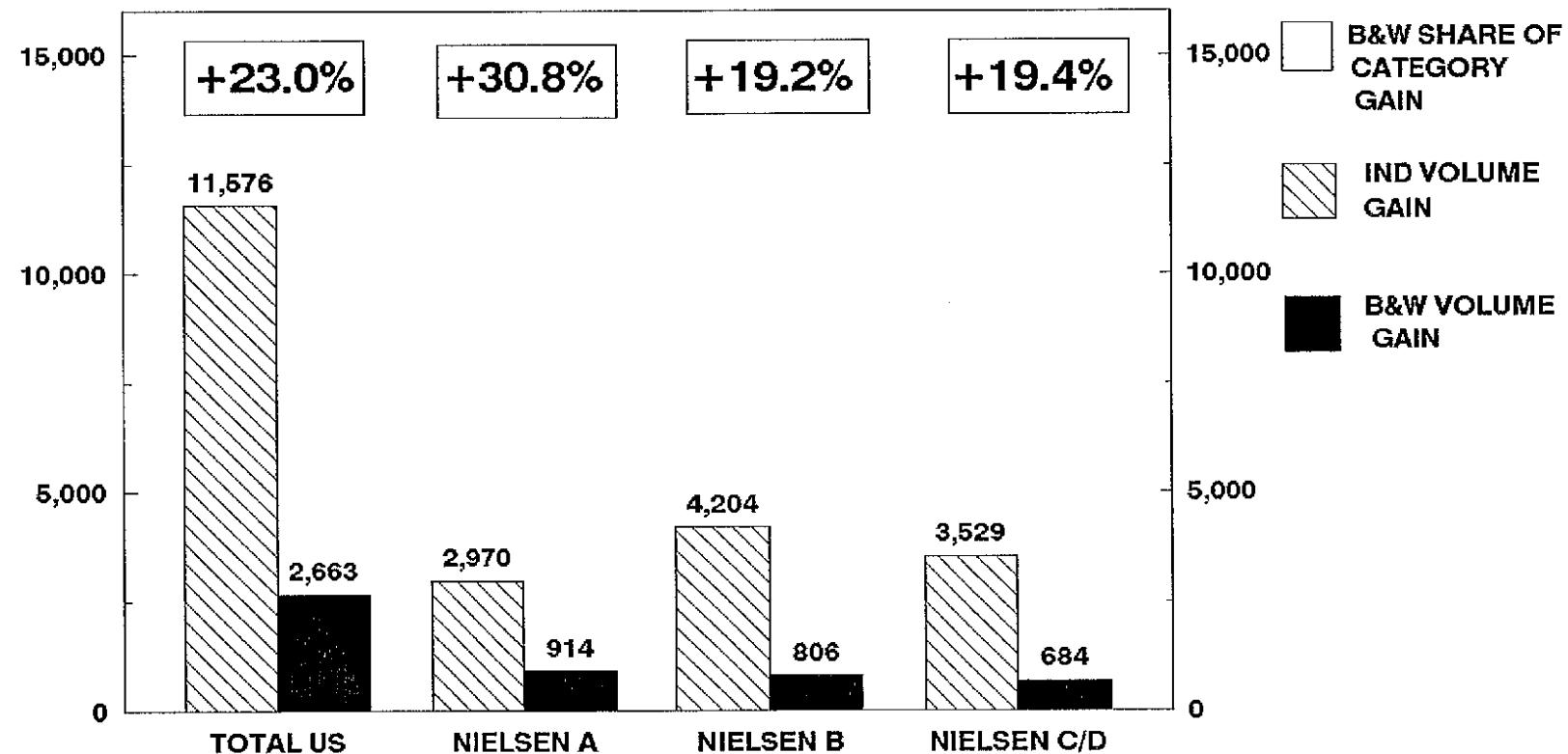
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

BWSUB.CHT

2045044437

BROWN & WILLIAMSON B+W GENERIC P/L BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



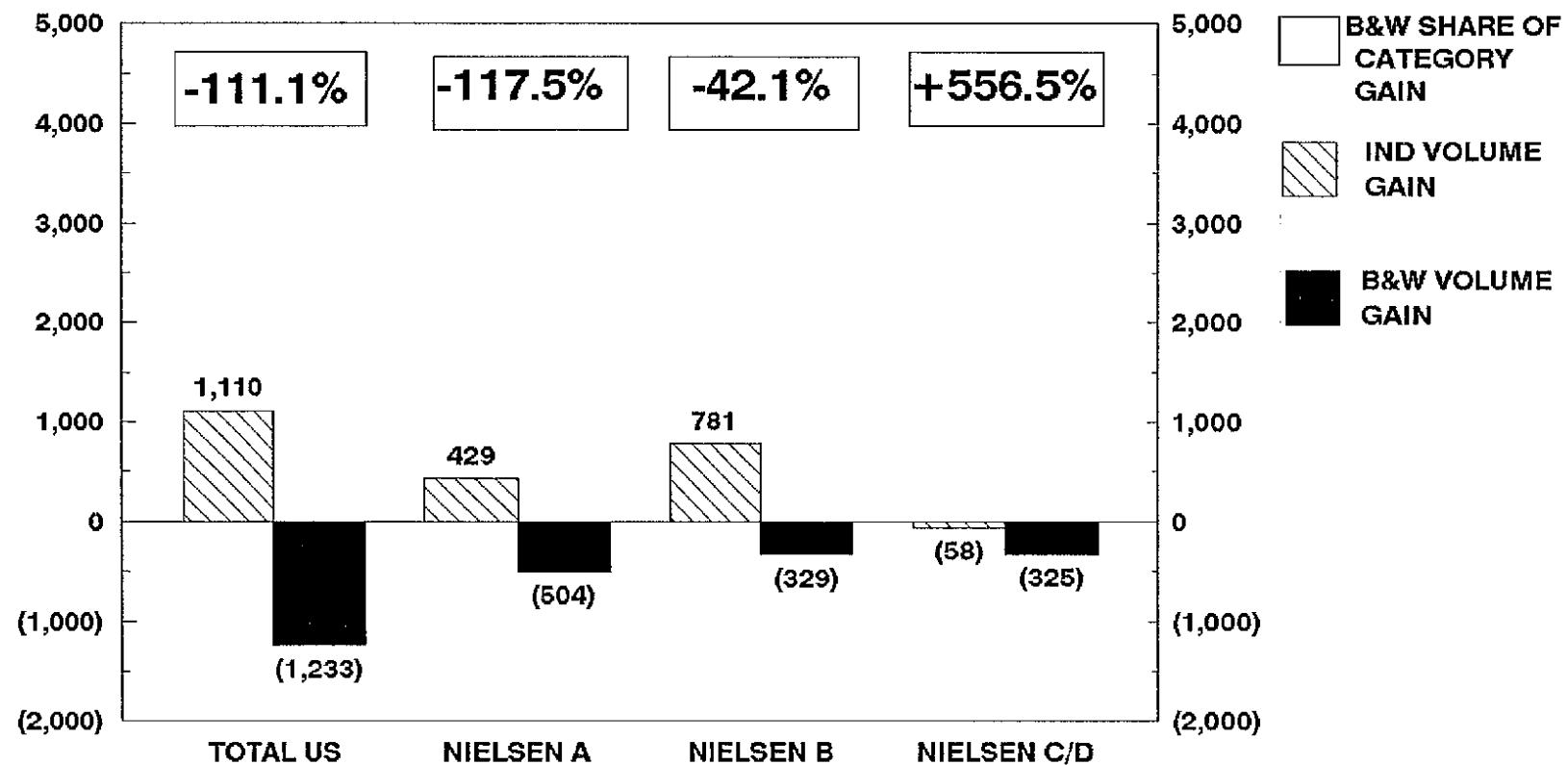
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

BWBWPL.CHT

2045044438

BROWN & WILLIAMSON BRANDED GENERICS BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



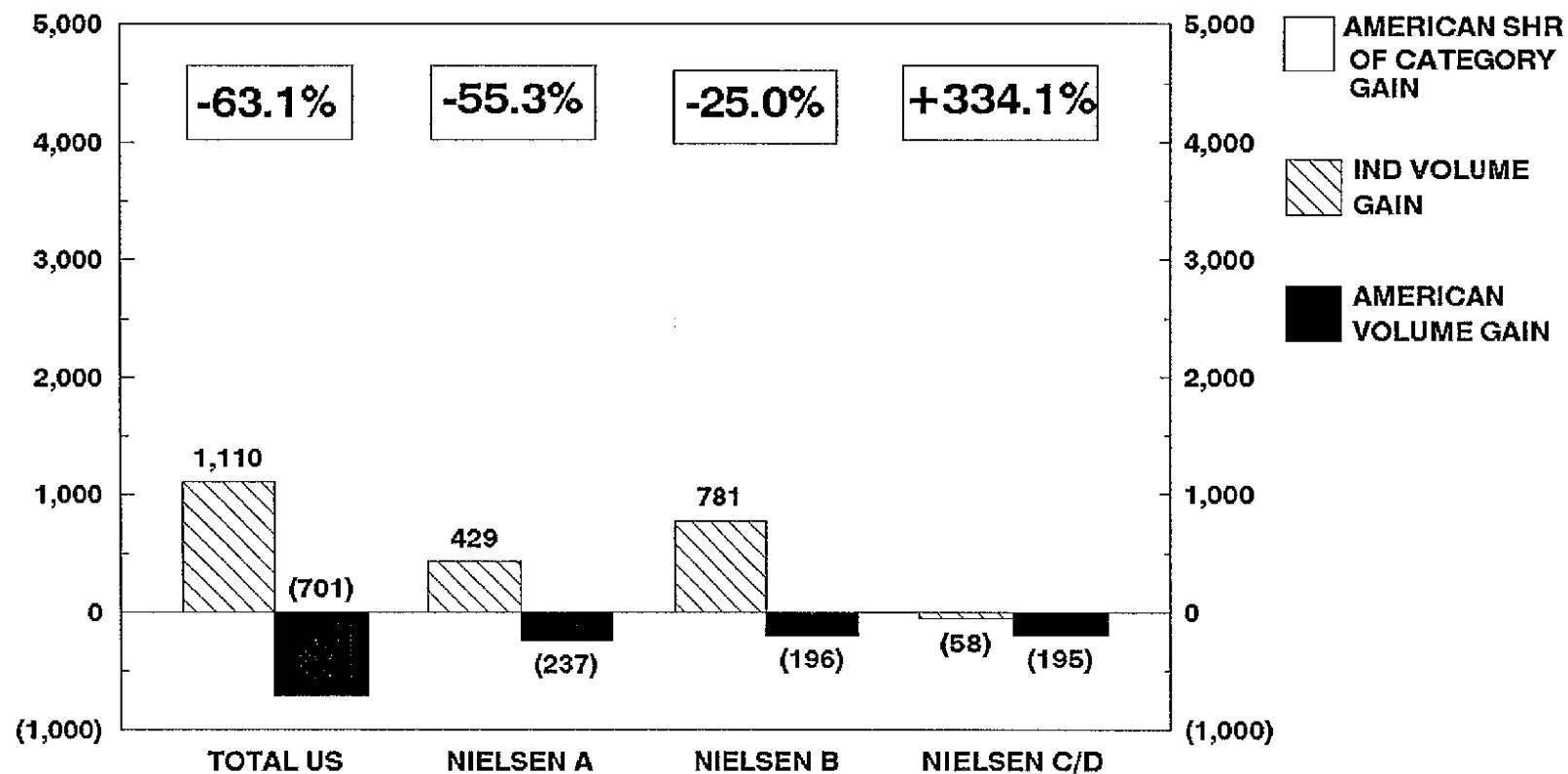
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

BWBRCGEN.CHT

2045044439

AMERICAN BRANDED GENERICS BY COUNTY TYPE VOLUME & SHARE OF CATEGORY GAINS (BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



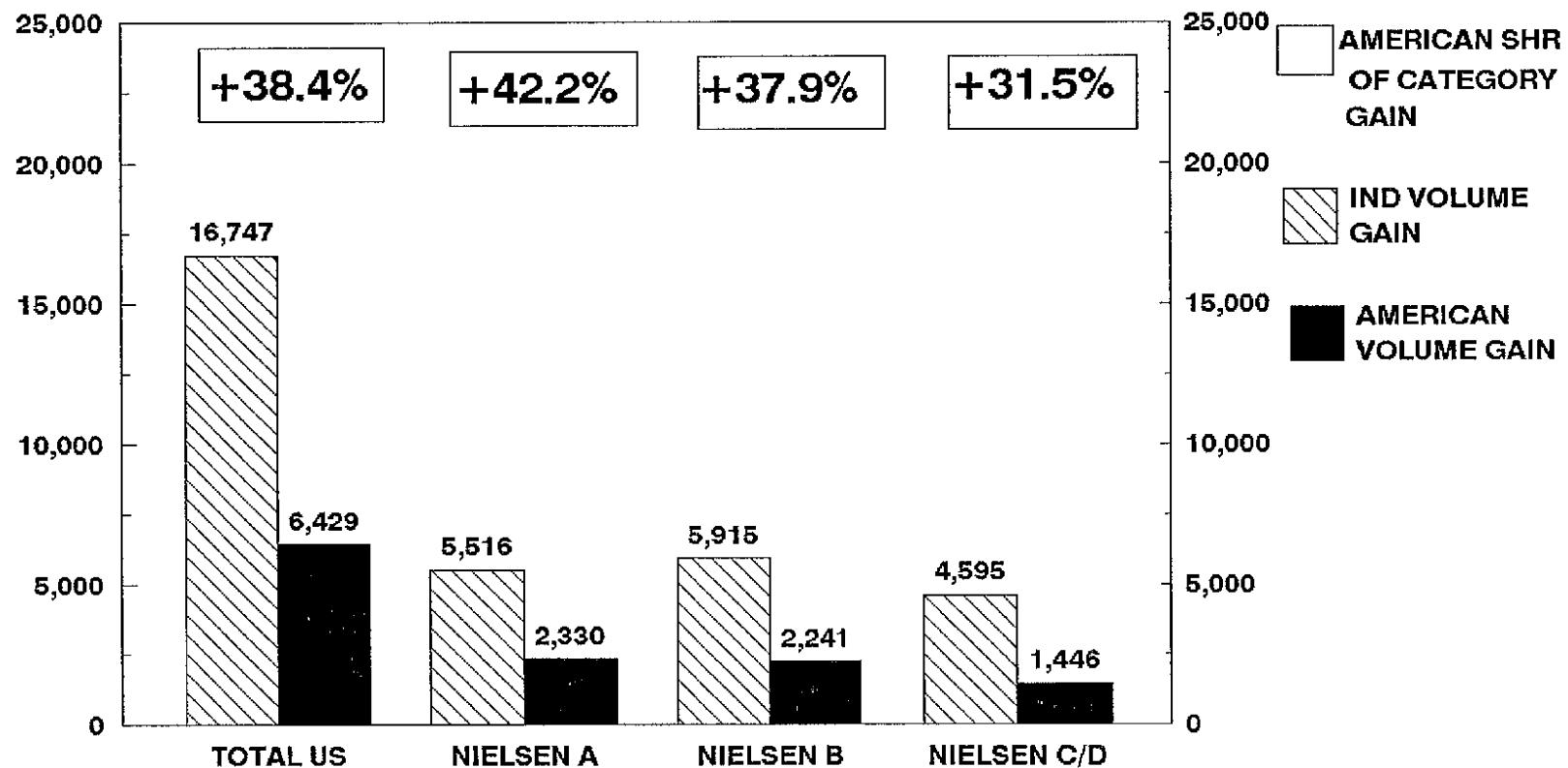
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

AMBRGEN.CHT

2045044440

AMERICAN SUB-GENERIC BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



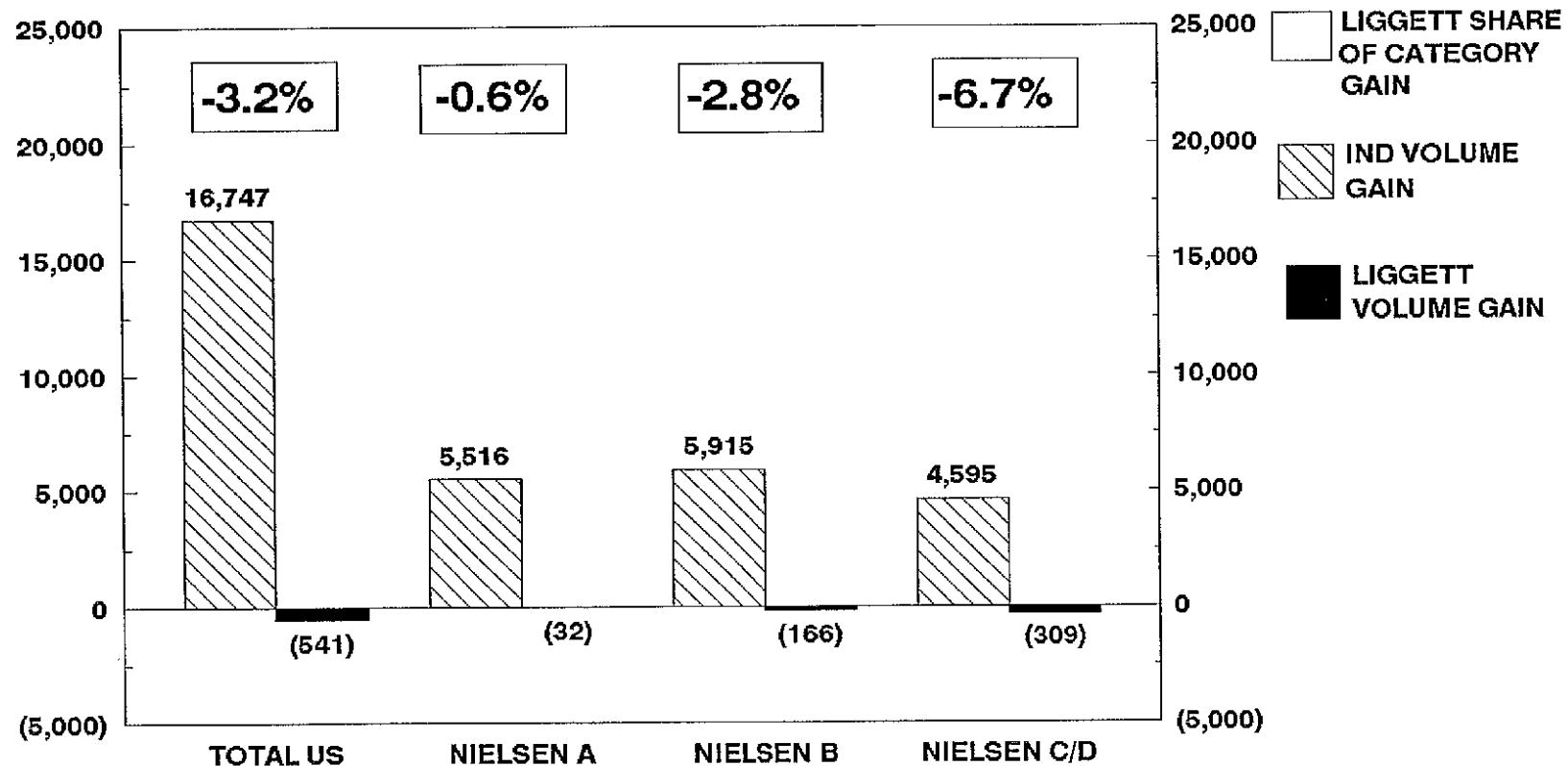
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

AMSUB.CHT

2045044441

LIGGETT SUB-GENERIC BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



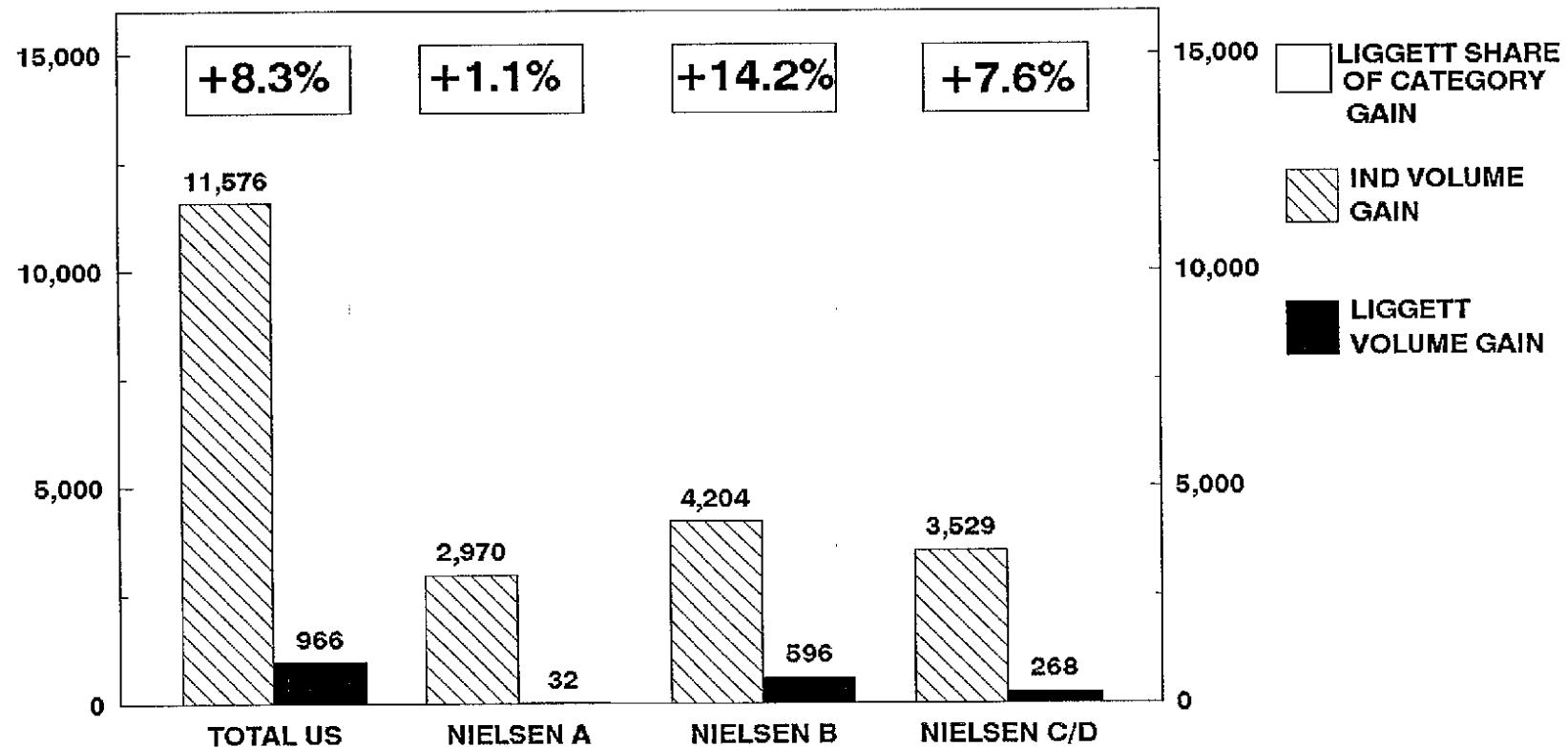
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

LIGSUB.CHT

2045044442

LIGGETT B+W GENERIC P/L BY COUNTY TYPE
VOLUME & SHARE OF CATEGORY GAINS
(BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



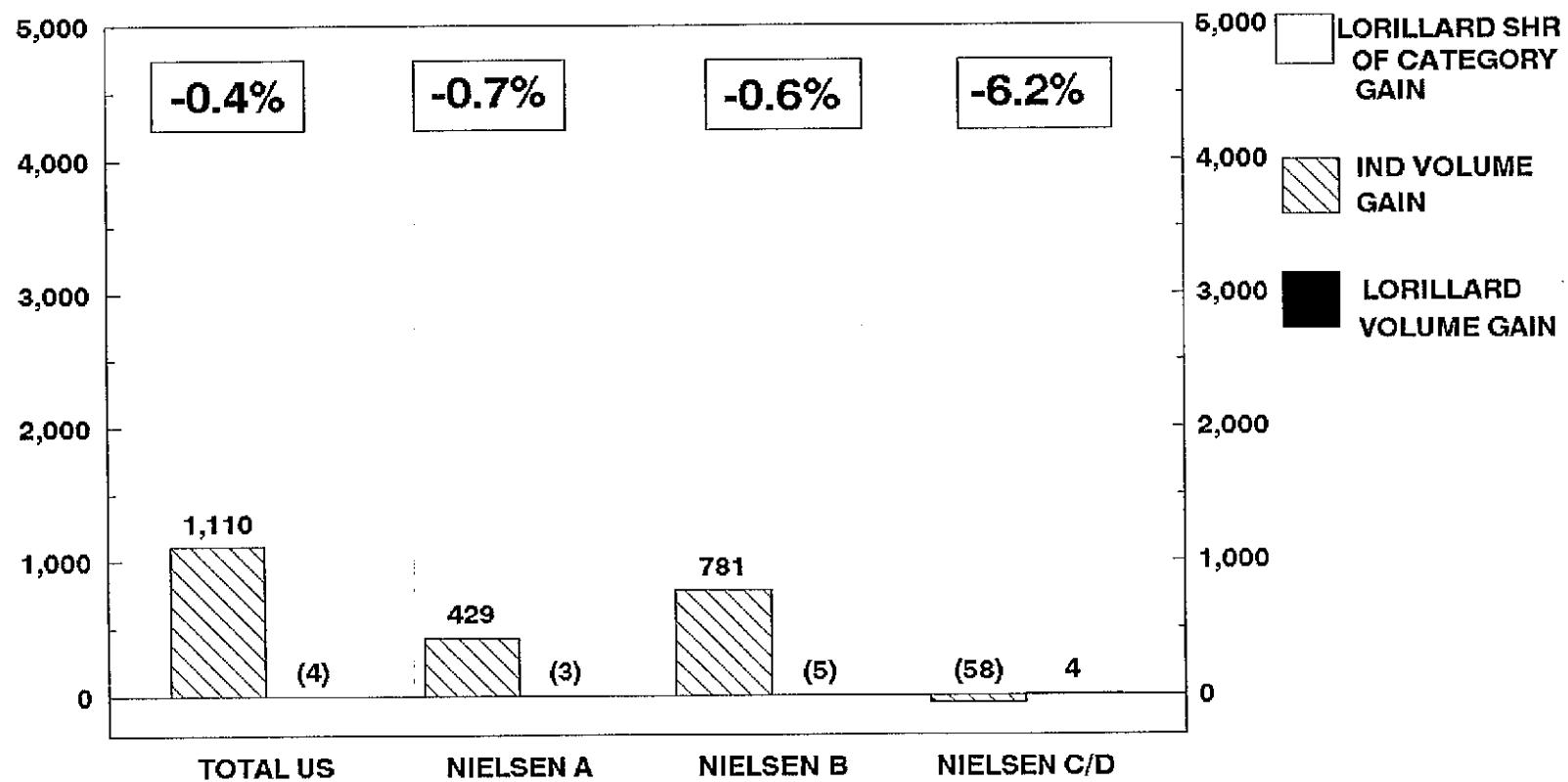
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

LIGBWPL.CHT

2045044443

LORILLARD BRANDED GENERICS BY COUNTY TYPE VOLUME & SHARE OF CATEGORY GAINS (BASE YEAR = SEPTEMBER 1990)

VOLUME GAIN (IN MILLIONS)



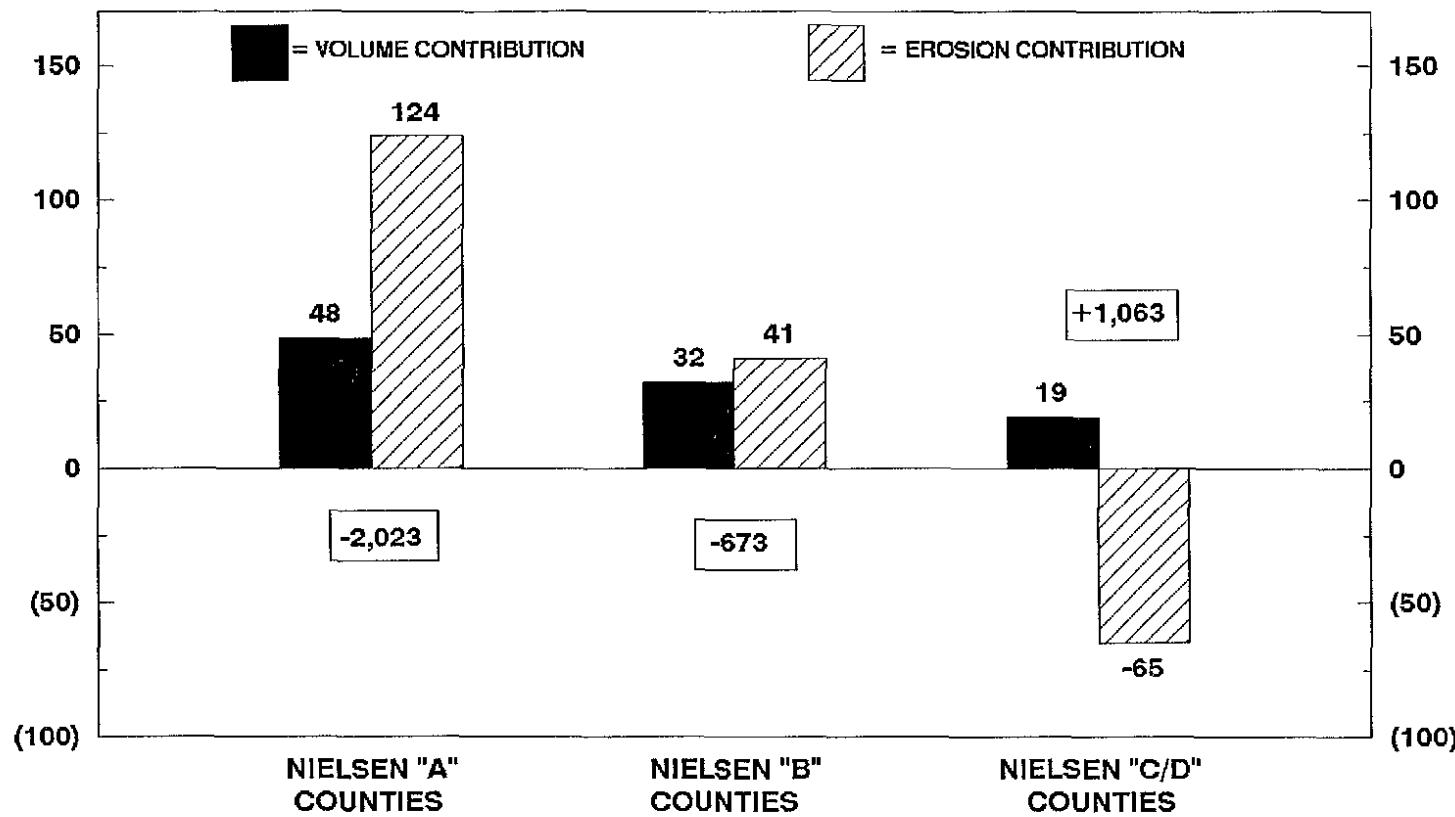
SOURCE: MSA SHIPMENTS YEAR ENDING SEPTEMBER 1991

LORBRGEN.CHT

2045044444

MARLBORO VOLUME vs. EROSION CONTRIBUTION %
12MM TOTAL U.S. BY COUNTY TYPE
(BASE YEAR = SEPTEMBER 1987)

% CONTRIBUTION



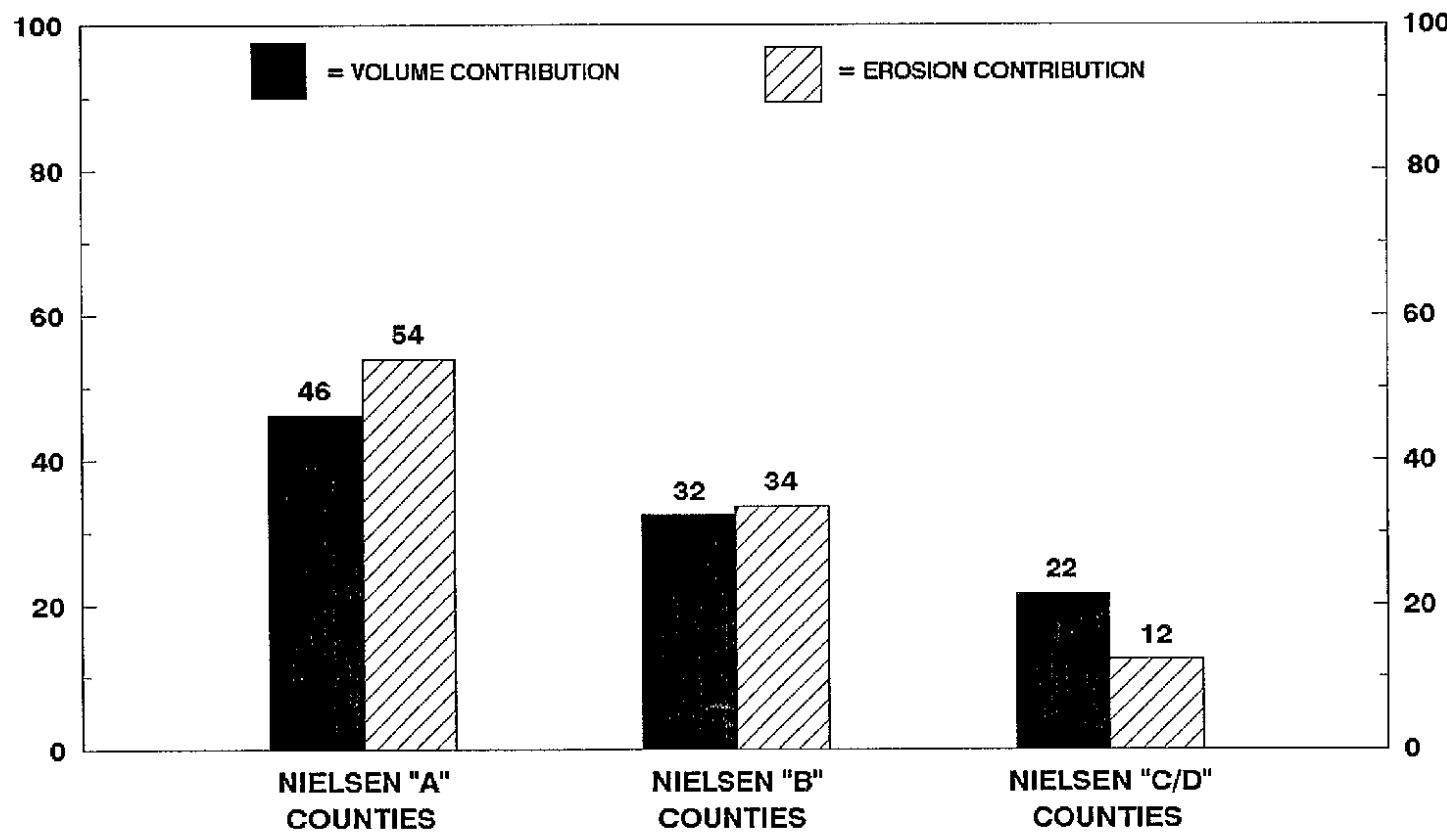
SOURCE = MSA SHIPMENTS

2MRL.CHT

2045044445

VIRGINIA SLIMS VOLUME vs. EROSION CONTRIBUTION %
12MM TOTAL U.S. BY COUNTY TYPE
(BASE YEAR = SEPTEMBER 1987)

% CONTRIBUTION



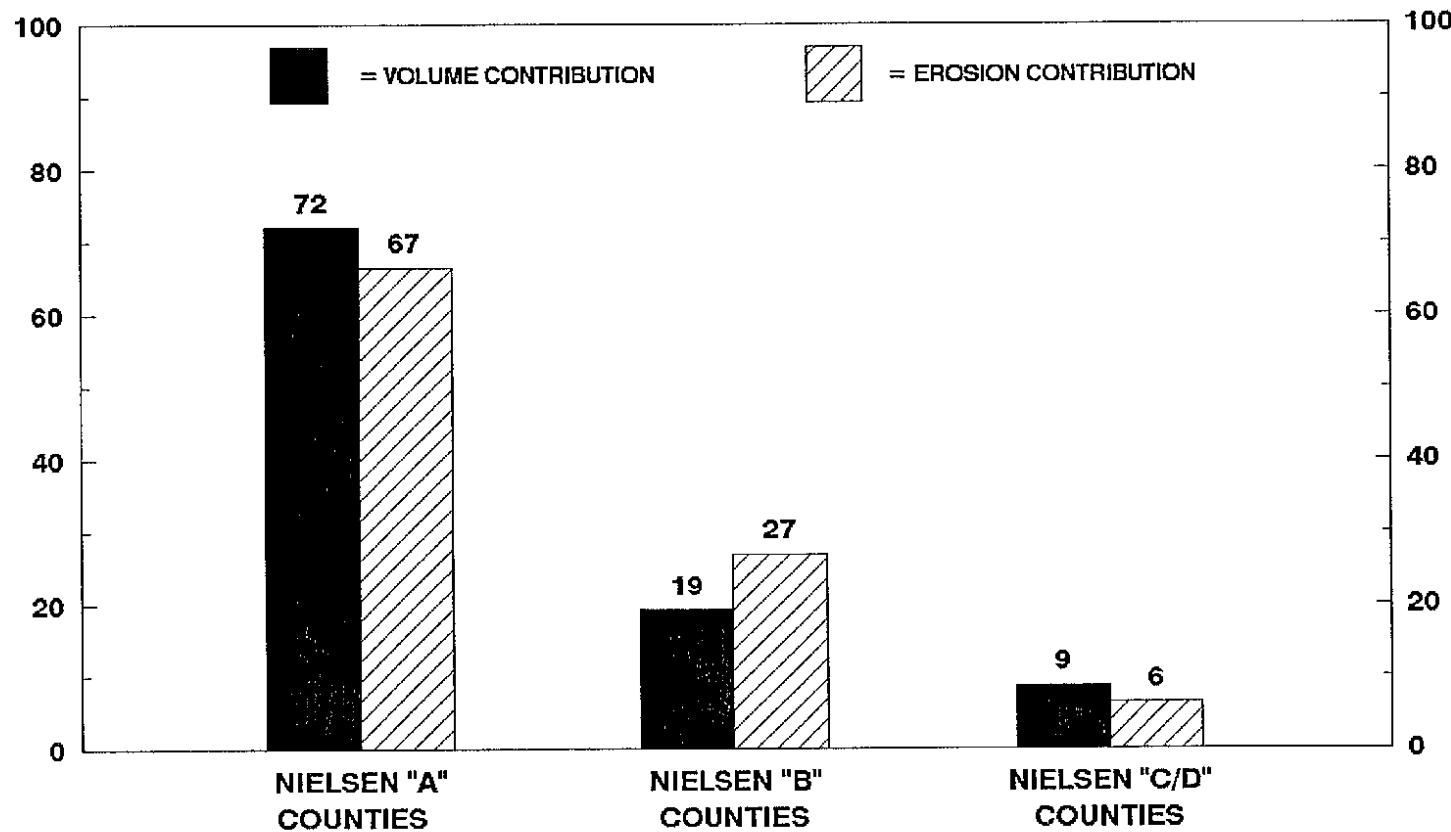
SOURCE = MSA SHIPMENTS

2VSL.CHT

204504446

PARLIAMENT VOLUME vs. EROSION CONTRIBUTION %
12MM TOTAL U.S. BY COUNTY TYPE
(BASE YEAR = SEPTEMBER 1987)

% CONTRIBUTION



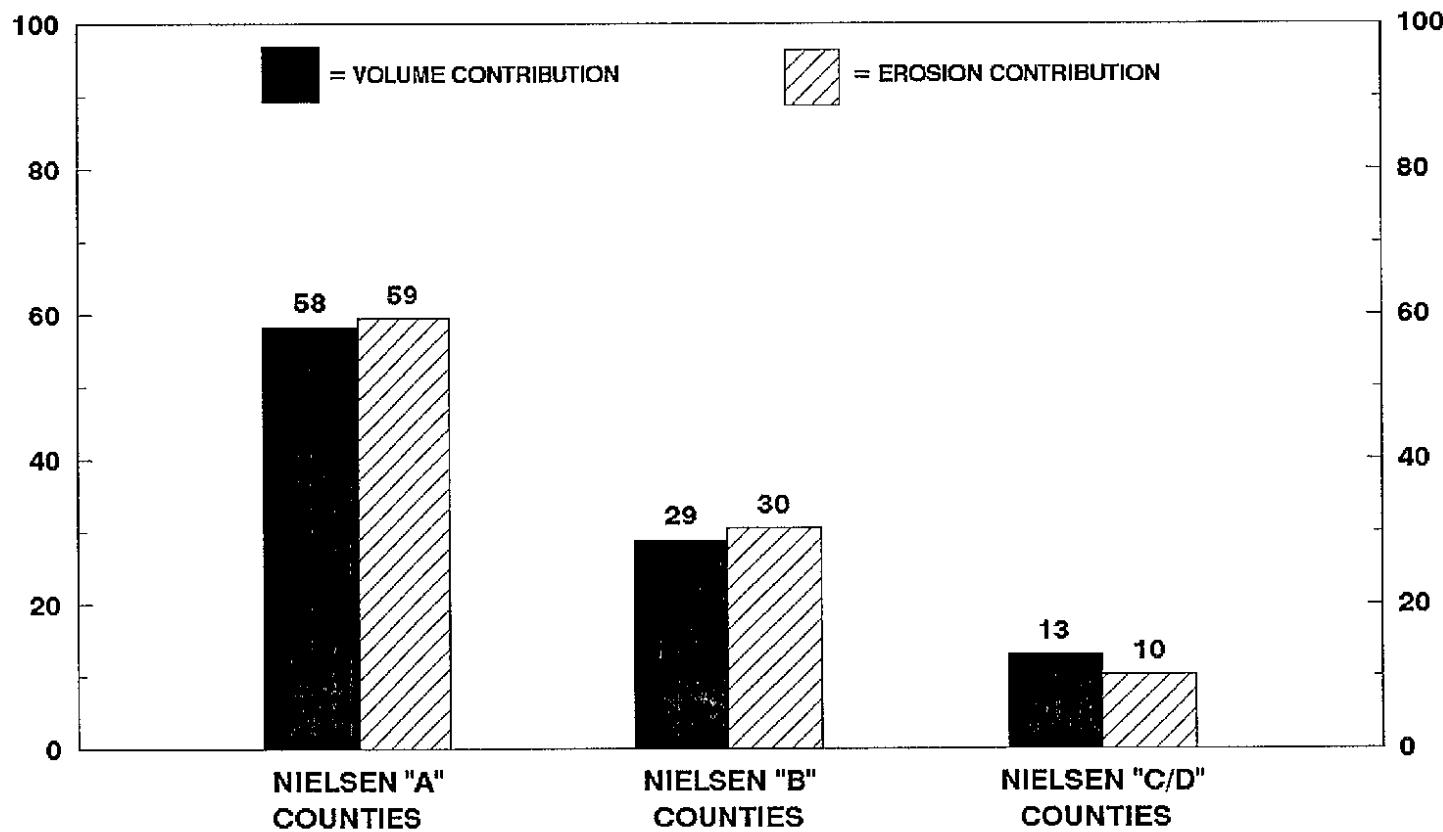
SOURCE = MSA SHIPMENTS

3PRL.CHT

2045044447

B&H VOLUME vs. EROSION CONTRIBUTION
12MM TOTAL U.S. BY COUNTY TYPE
(BASE YEAR = SEPTEMBER 1987)

% CONTRIBUTION



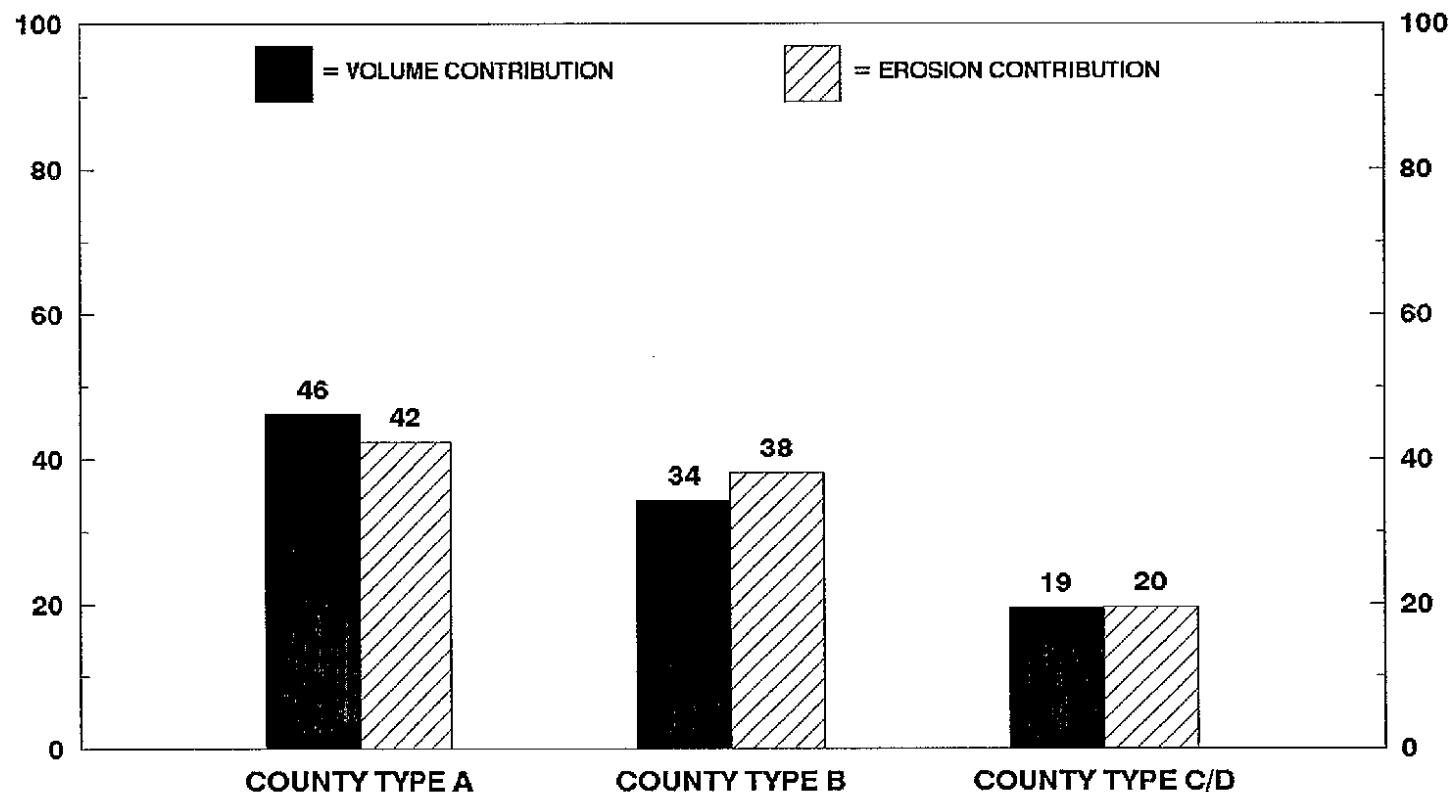
SOURCE = MSA SHIPMENTS

2BH.CHT

204504448

MERIT VOLUME vs. EROSION CONTRIBUTION %
12MM TOTAL U.S. BY COUNTY TYPE
(BASE YEAR = SEPTEMBER 1987)

% CONTRIBUTION



SOURCE = MSA SHIPMENTS

2MRT.CHT

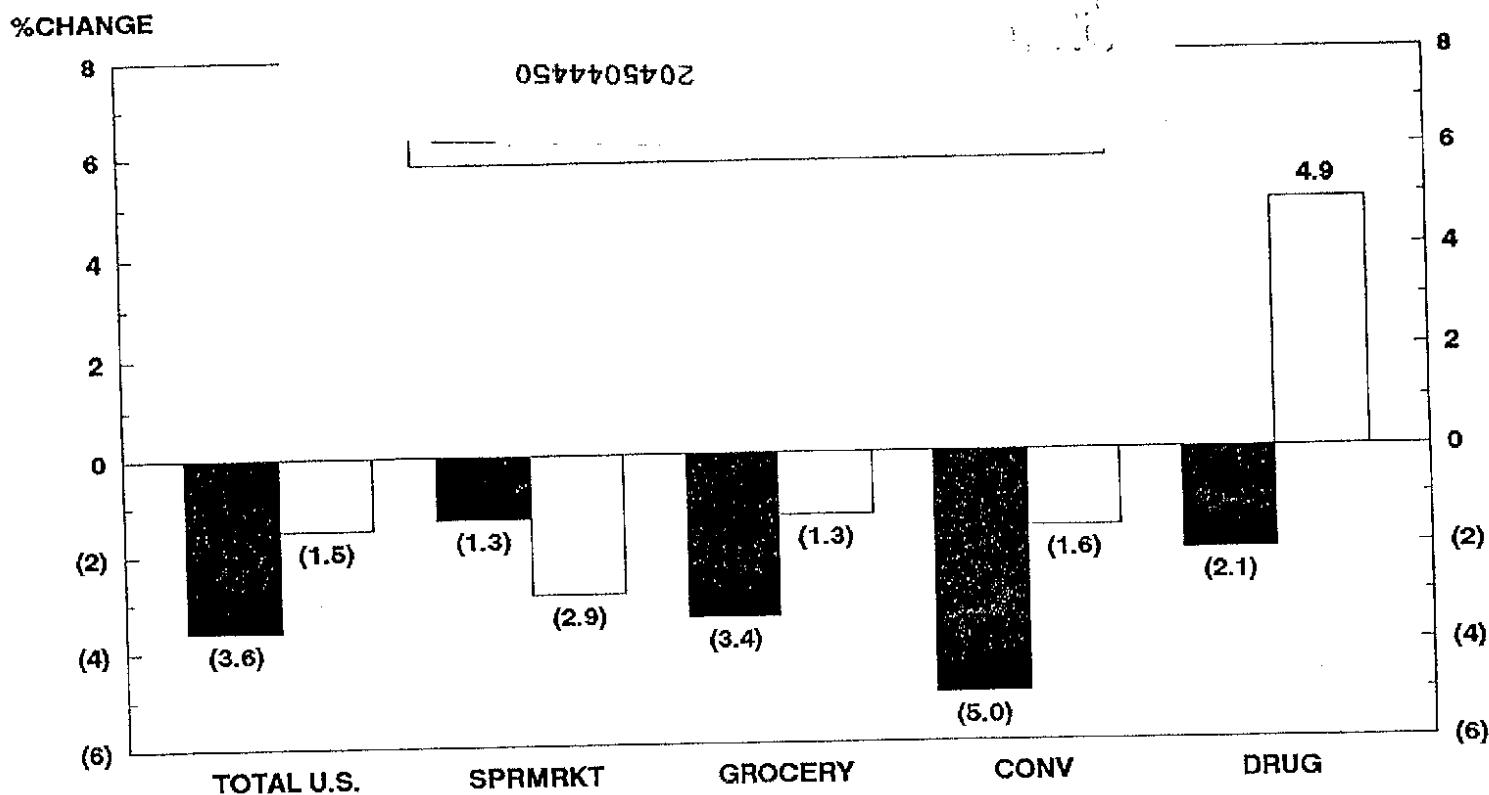
2045044449

Demolite As Contribution to erosion

• Paint Sector - 1% inflation on top

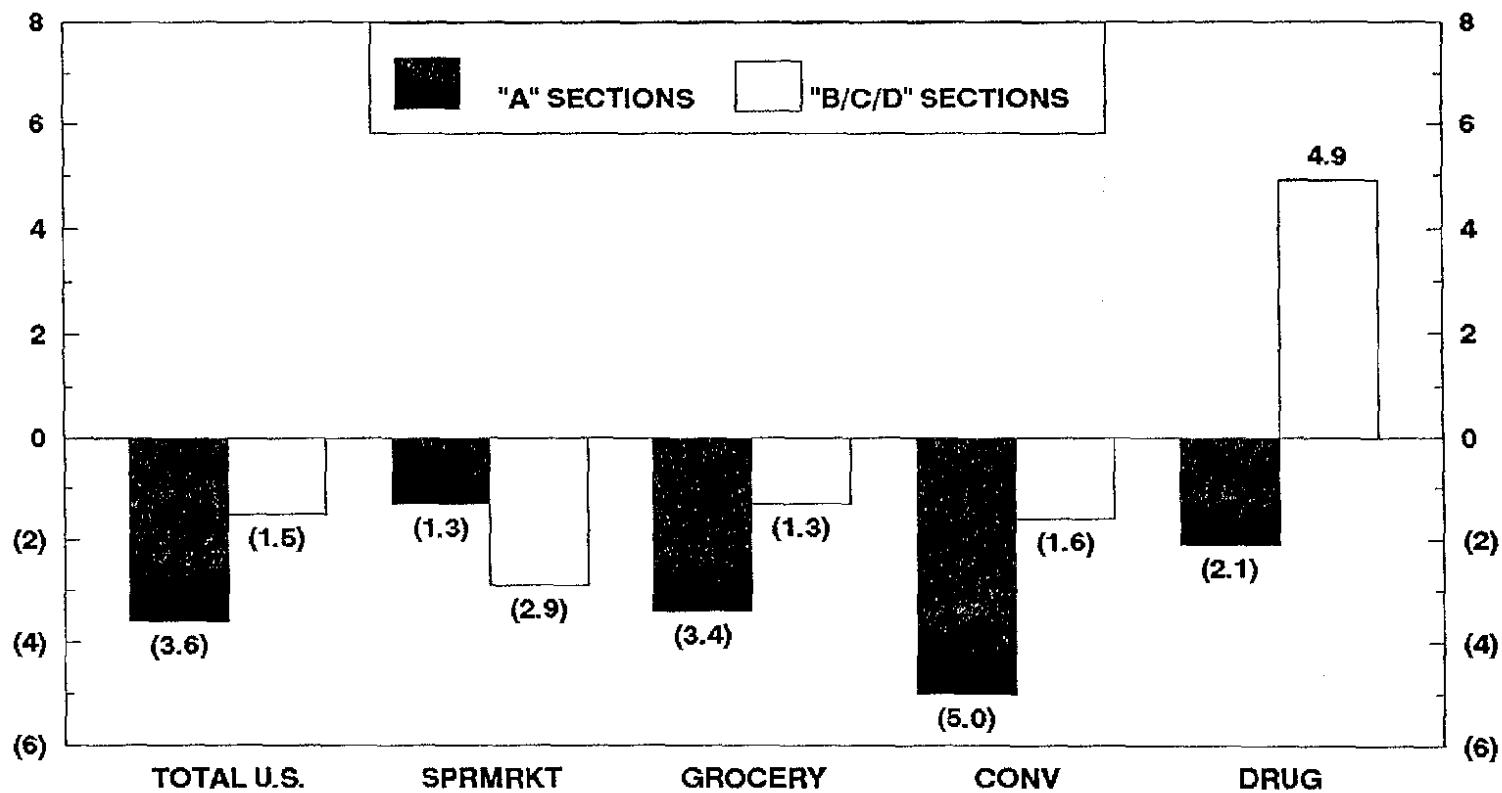
On

• Focus on A market - 1% inflation



**TOTAL MARLBORO VOLUME %CHANGE vs. YAG
BY TRADE CLASS**

%CHANGE



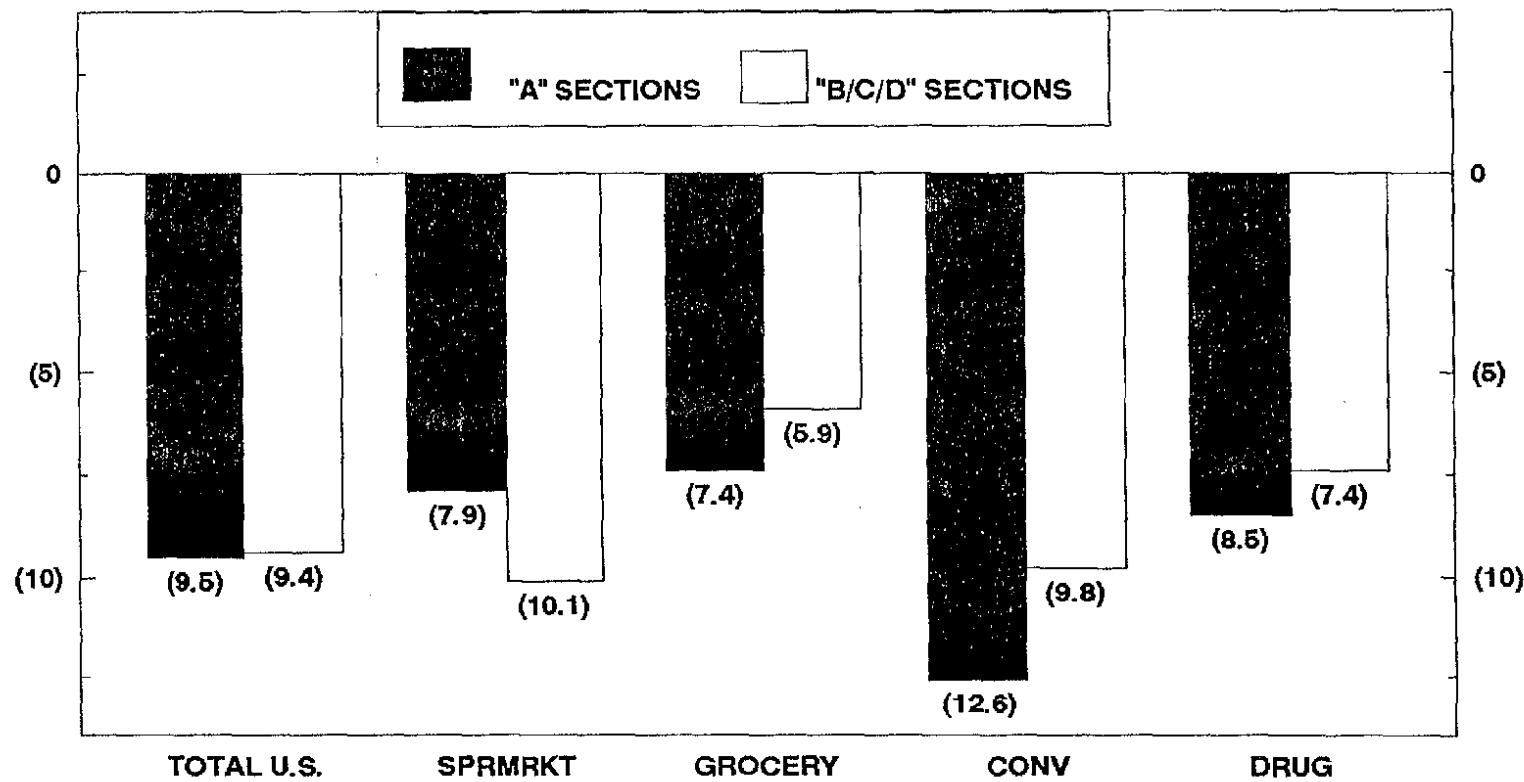
Source: New Nielsen 12mm September 1991

8NNBAR.CHT

2045044451

**TOTAL MERIT VOLUME %CHANGE vs. YAG
BY TRADE CLASS**

%CHANGE



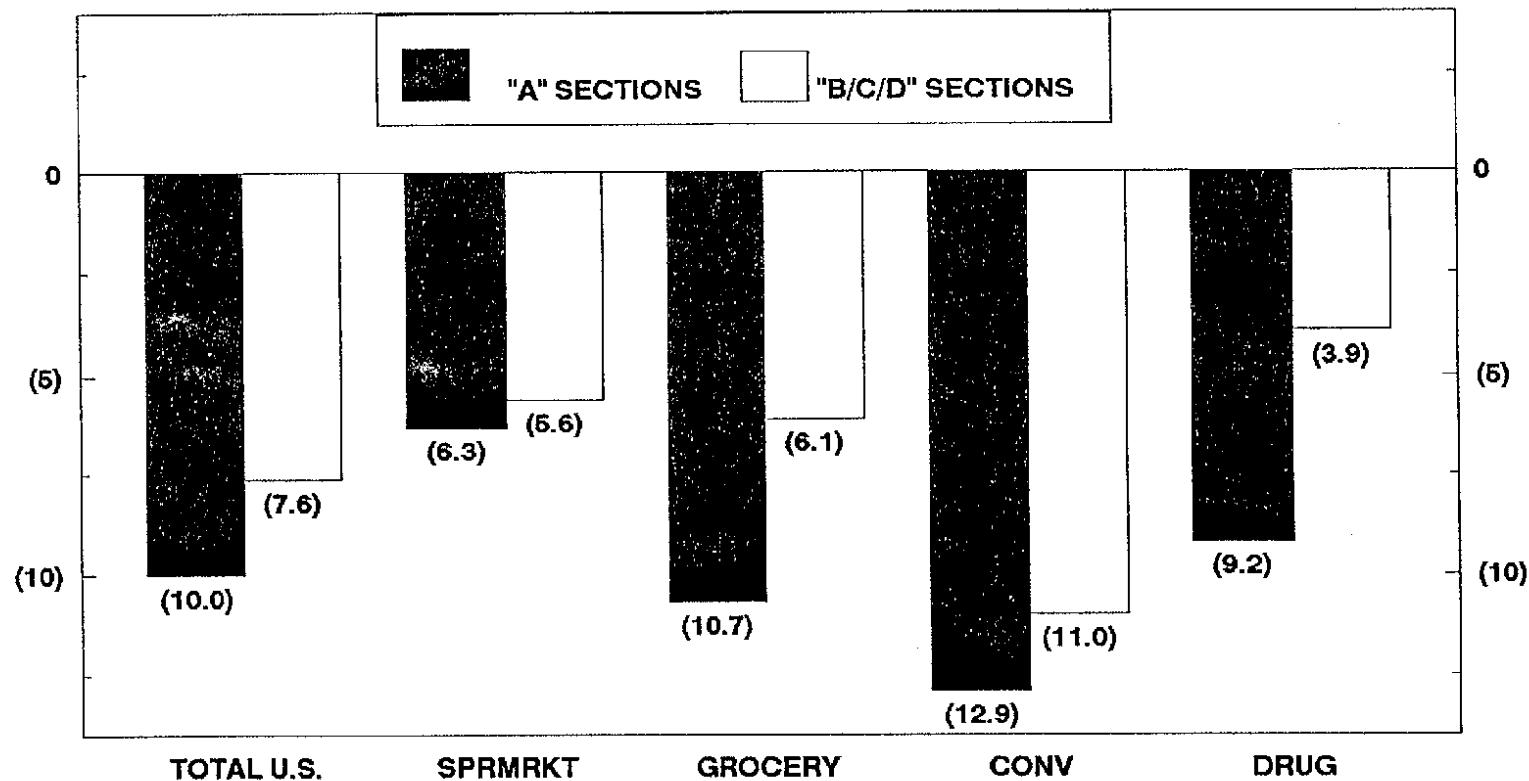
Source: New Nielsen 12mm September 1991

9NNBAR.CHT

2045044452

**TOTAL VIRGINIA SLIMS VOLUME %CHANGE vs. YAG
BY TRADE CLASS**

%CHANGE



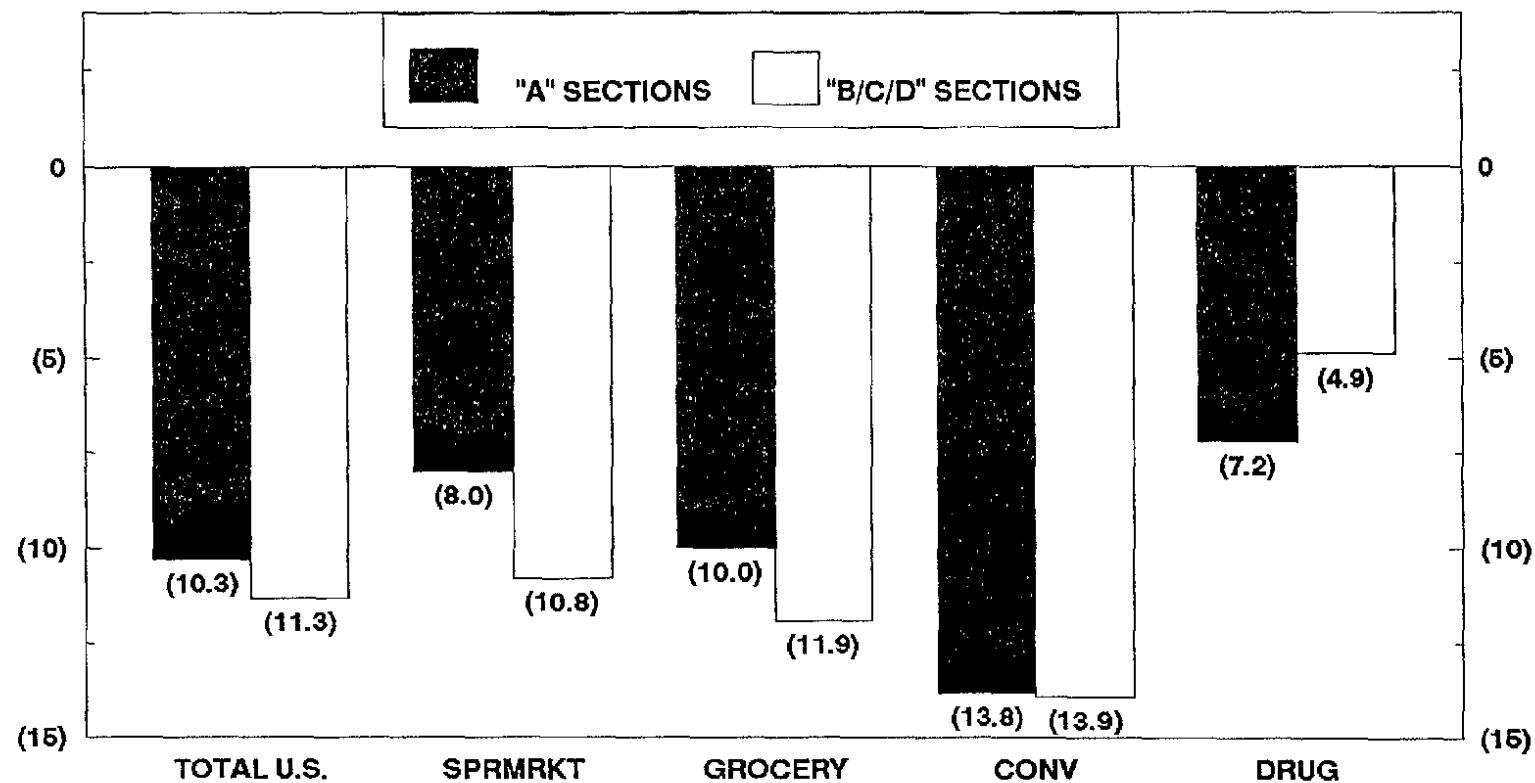
Source: New Nielsen 12mm September 1991

10NNBAR.CHT

2045044453

**TOTAL BENSON & HEDGES VOLUME %CHANGE vs. YAG
BY TRADE CLASS**

%CHANGE



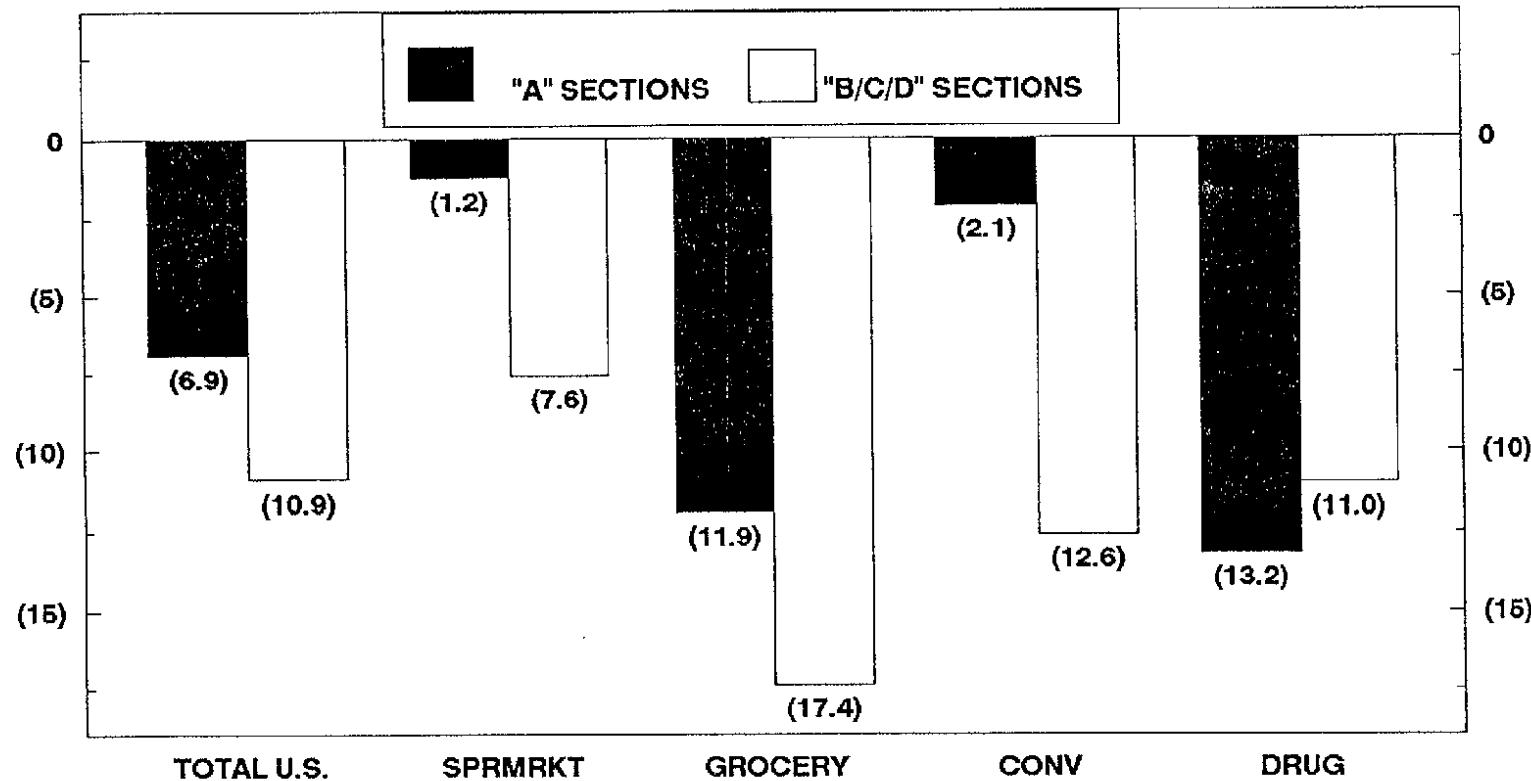
Source: New Nielsen 12mm September 1991

11NNBAR.CHT

2045044454

**TOTAL PARLIAMENT VOLUME %CHANGE vs. YAG
BY TRADE CLASS**

%CHANGE



Source: New Nielsen 12mm September 1991

12NNBAR.CHT

2045044455

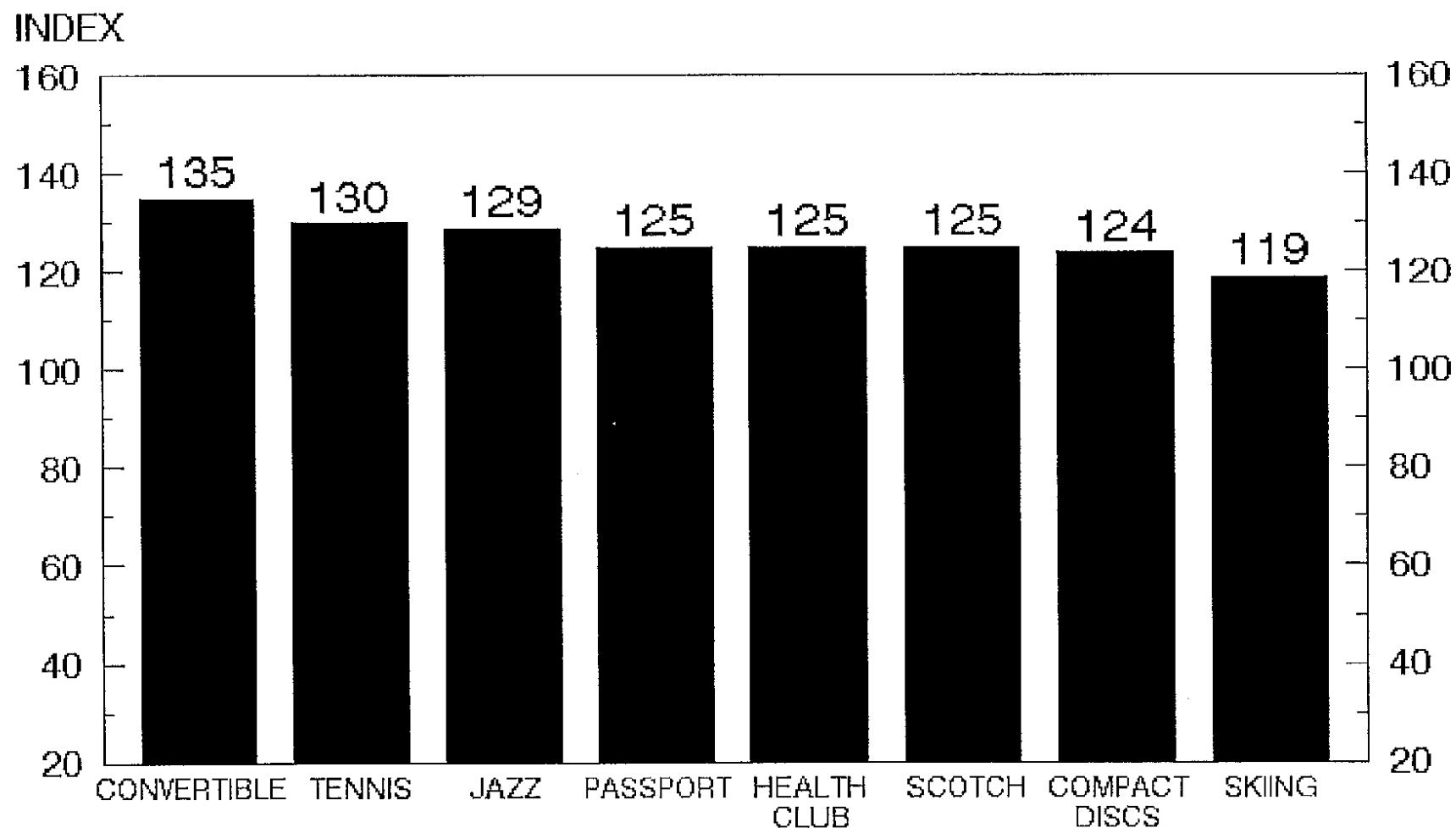
Notes on
Pathological
conditions

2045044457

Learning $\not\rightarrow$ Customization

Play lottery weekly
Sweepstakes
IT Yourself Home Improvements
Outdoor Gardening
Attend Movie at Concerts
Nudist Camping Trips
Swim Popular Life-style Companies Cut Across

NIELSEN A COUNTY LIFESTYLE COMPONENTS HAVE STRONGER IMAGE-ORIENTED SKEWS

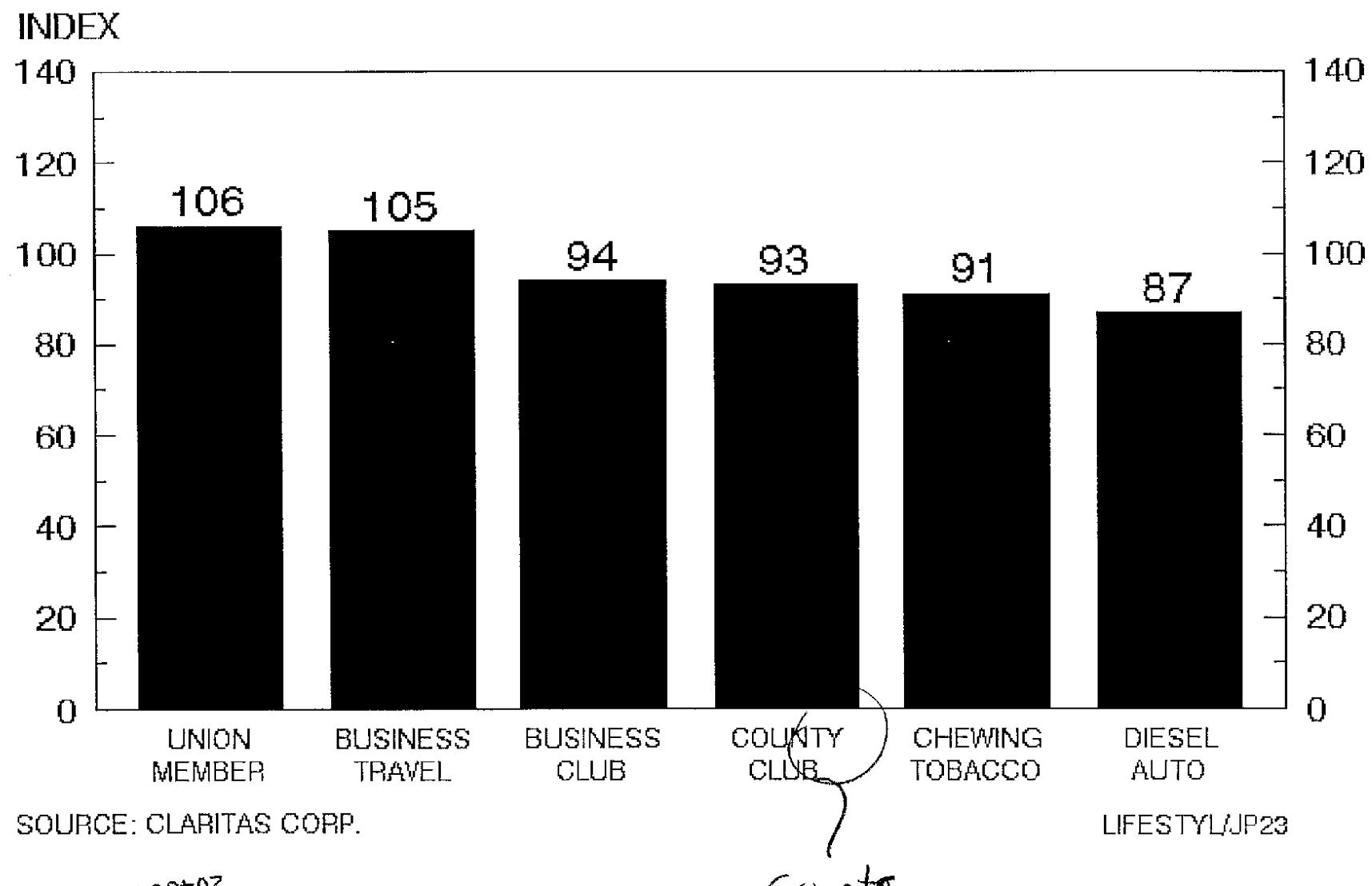


SOURCE: CLARITAS CORP.

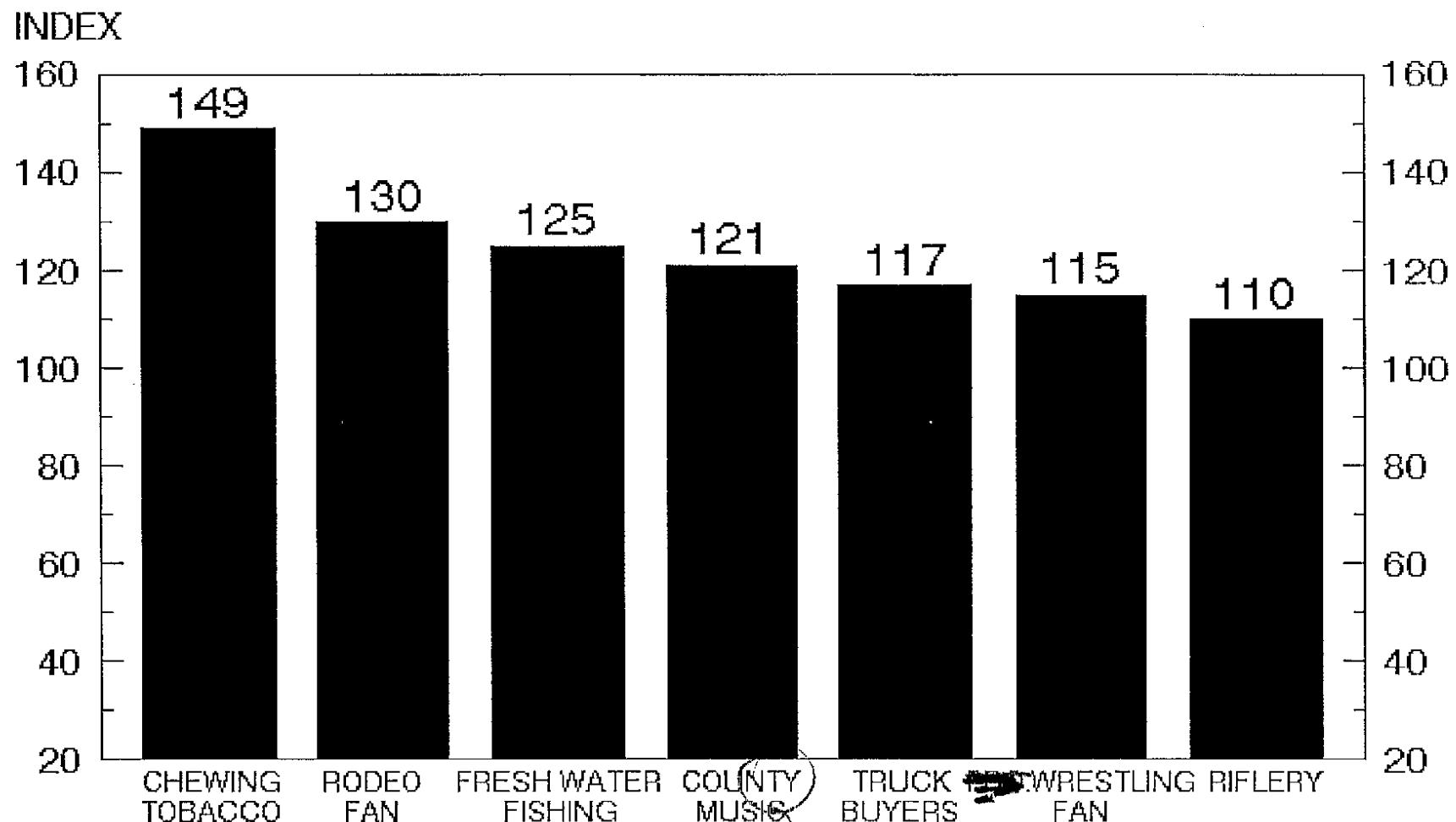
NIELSEN A/JP23

2045044459

LIFESTYLE COMPONENTS IN NIELSEN B COUNTIES INDEX MUCH CLOSER TO THE NATIONAL AVERAGE



NIELSEN C/D LIFESTYLE COMPONENTS SKEW TOWARDS DOWNSCALE ACTIVITIES



SOURCE: CLARITAS CORP.

NIELC-D/JP23

2045044461

Country